

THE WORLD'S FIRST AIR CARGO MAGAZINE—NOW IN ITS 19th YEAR

AIR TRANSPORTATION

MAY • 1961

The Air Magazine for The Modern Shipper

Vol. 38, No. 5

IN THIS ISSUE . . .

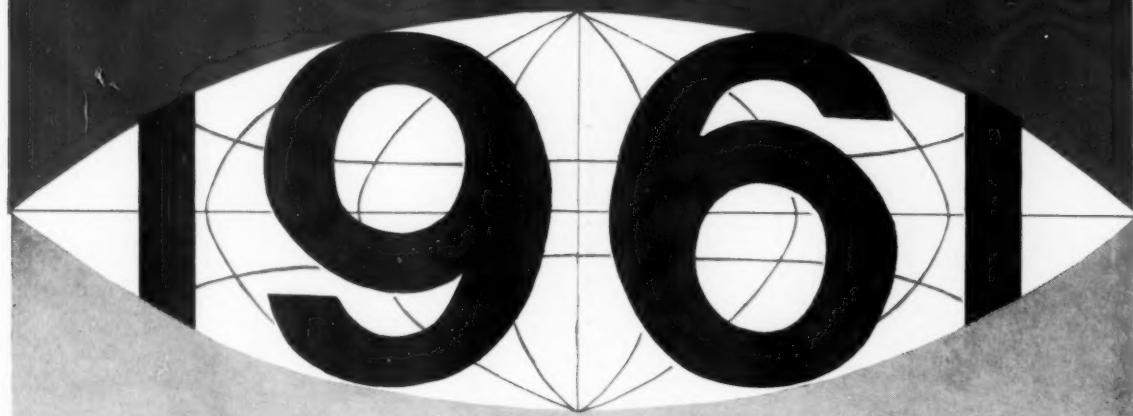
The True Profession of Traffic Management

How Pan Am Expands its Cargo Load

Unitized Air Shipments

Big Doings at the Waldorf

ANY WAY YOU LOOK AT IT



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From The Readers

We enjoy your magazine. Please keep sending it.

Robert W. Prescott
President
The Flying Tiger Line
Burbank, Calif.

* * *

... A very interesting and informative magazine.

L. E. Bankerd
Traffic Manager
Langley Corp.
San Diego, Calif.

* * *

Your February issue was excellent. Every article in it was enjoyed.

Raymond H. Lester
Dayton, Ohio

* * *

... Enjoy your magazine.

Walter L. Haywood
Traffic Manager
General Latex & Chemical Corp.
Cambridge, Mass.

* * *

Your articles are very informative and interesting. Keep up the good work.

C. W. Tinsley
Traffic Manager
H. C. Cole Milling Co.
Chester, Ill.

* * *

Air Transportation has proven informative and useful.

A. J. Frieling
Sales Manager
International Division
Leffingwell Chemical Co.
Whittier, Calif.

* * *

The statistical information contained in the January issue of your magazine was of considerable help to me.

S. J. Lustig
Philadelphia, Pa.

* * *

... Excellent publication.

Joseph Maselli
Supervisor of Traffic
Pitney-Bowes, Inc.
Stamford, Conn.

* * *

... Very useful reading.

Earles Brookes
Traffic Manager
CLM Industries
Toronto, Ont., Canada

* * *

... Very informative.

R. P. Zettiner
Traffic Manager
Equipto Division
Aurora Equipment Co.
Aurora, Ill.

* * *

Keep up the good work.

Sig M. Glukstad
Resident Agent
United Forwarders Service
Miami, Fla.

* * *

A very interesting magazine with a lot of helpful information.

D. J. Gallagher
Traffic Supervisor
RCA Victor Co., Ltd.
Prescott, Ont., Canada

* * *

May I compliment you on the fine coverage you have given on the question of North Atlantic rates.

Robert R. Yellen
New York, N. Y.

* * *

... Interesting reading... Helps keep us abreast of activities in air transportation.

James F. Schaeffer, Sr.
Traffic Manager
Chromium Mining & Smelting Corp.
Chicago, Ill.

* * *

Air Transportation is reviewed by our traffic department with pleasing results.

F. Hooper
Supervisor of Traffic
General Electric Co.
West Lynn, Mass.

* * *

We find it very helpful.

M. F. Celler
Traffic Manager
General Export Co.
San Francisco, Calif.

* * *

... A very interesting publication.

Donald L. Myers
President
Don L. Myers Co.
Palo Alto, Calif.

* * *

I like your magazine and read it with interest.

James L. Stang
Traffic Manager
Foote Bros. Gear & Machine Corp.
Chicago, Ill.

* * *

... It is of great value to us both in our Export Department and for planning executive travel.

Leslie C. Smith
Joint-Managing Director
Lesney Products Co. Ltd.
London, England

* * *

... Interesting and informative magazine.

Dick Maeda
Traffic Manager
John Sexton & Co.
Atlanta, Ga.

* * *

The magazine is circulated within the Directorate and is very informative to all.

Brig. Gen. E. C. Hedlund
Director of Transportation
United States Air Force
Washington, D. C.

* * *



London Letter

By DAVID A. EDWARDS
United Kingdom Correspondent

ONE of the world's busiest airspaces, cagewise, is that over the English Channel between the South East coast of Britain and France, Belgium and Holland. During the summer season, whole fleets of squat-nosed Bristol *Freighters*, developed especially for this service, shuttle across the thin strip of water carrying automobiles, trucks and perishable commodities.

Two large British companies—Silver City Airways and British United Airways—and Sabena, Belgium's national airline, have until now enjoyed and prospered from an enviable monopoly on this lucrative route.

Now comes news that France is to enter the field this summer, and signs point to another Battle of the Channel for prestige. To find out what the effect of a new competitor to this specialized market would mean, I talked to three key British airline executives directly concerned with the cross-Channel service. They are Air Vice-Marshal S. D. Macdonald, C.B.E., C.B., D.F.C., the deputy managing director of



British Aviation Services, Ltd., who control Silver City Airways; L. R. Pavey, general manager of the Cargo & Charter Services Division of Silver City, and D. A. Whybrow, director and general manager of the Channel Air Bridge Division of British United Airways.

Mr. Pavey reminded me that the air transportation of cargo is comparatively new for the sleeve (another name for the Channel derived from the French *La Manche*, and it was not until 1948 that with the establishment of Silver City the full potential of an air-bridge was realized. Silver City chose as their English base the airfield at Lympne near Folkestone, which perched on the cliffs above the sea, while on the French coast they chose Le Touquet just 47 miles away.

Then in 1955, on December 1, a scheduled Roadair service was introduced between London and Paris, which enabled cargo to be collected from many parts of England and delivered in France the same day.

"There was, however, no sudden upsurge in our traffic," said Mr. Pavey. "We were realizing that cargo shippers, particularly in this country, were reluctant to change their routings and were skeptical of new ideas. Forwarding agents generally resented the idea of the collected/delivered service, feeling that we were poaching on their traditional preserves. We gradually realized that forwarding agents with a comprehensive knowledge

(Concluded on Page 10)

AIR TRANSPORTATION

The World's First Air Cargo Magazine
Established October, 1942



Member of Business Publications Audit
of Circulation

AIR TRANSPORTATION, published once each month, thoroughly covers the entire air cargo industry for the benefit of all those engaged in shipping and handling domestic and international air freight, air express and air parcel post. Included in **AIR TRANSPORTATION**'s wide coverage are: air shipping, cargo plane development rates, packaging, materials handling, documentation, air cargo terminal development, insurance, routing, interline procedures, new equipment, commercial airlines, military air transport service, air freight forwarding.

Subscription rate for United States and Territories, \$5.00 for one year, \$8.00 for two years, and \$11.00 for three years; foreign countries, \$6.00 for one year, \$10.00 for two years, and \$14.00 for three years. Individual copies (except November), 50 cents each; November issue, \$1.50 per copy.

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May, 1961

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Consolidation of United, Capital Slated for June

Next month United Air Lines is expected to become the biggest air transport system in the United States. Civil Aeronautics Board approval last month of the merger of United and Capital Airlines opened the way for United to absorb the Washington-based carrier which long has been in financial difficulties. The merger plan had been vigorously fought by competing airlines.

The last edition of the *Air Shipper's Manual* ranks United and Capital respectively as third and eleventh in domestic air freight traffic, and first and sixth in air express traffic.

In 1960, United flew 43,801,000 scheduled domestic freight ton-miles, a rise of 36.4% over the previous year; and 1,779,000 scheduled international freight ton-miles, an increase of 60.9%. In addition, the airline last year registered 9,087,000 domestic express-ton miles, a rise of 1.6%, while international express movement was 120,000 ton-miles, a jump of approximately 400%.

Capital's scheduled domestic freight ton-mileage rose 19.8% from the 1959 figure to a total of 5,613,000 in 1960. It flew

(Continued on Page 6)

Two New Departments Are Established by Seaboard

Extra emphasis on special aspects of sales and traffic are reflected in the creation of two new departments by Seaboard & Western Airlines, North Atlantic all-cargo carrier. John H. Mahoney, senior vice president, announced the formation of these new entities within the organization, together with the names of appointees who will head them.

Named director of forwarder and agency sales for the United States and Europe is Richard J. Trainor, who for the past eight years has been identified with Seaboard sales. His department will concentrate on the "middle-man" market—international air freight consolidators and authorized cargo sales agents of the International Air Transport Association—where it is known the bulk of traffic exists.

Robert Williams, a 20-year veteran of air freight and until recently with Mercury Air Freight, Inc., a large motor carrier in the New York metropolitan area, has been appointed director of customer service. Mahoney stated that he will act as "consultant to forwarders and agents on service problems." Williams' forte is ground operations, including pickup, delivery and handling. Prior to his association with Mercury, he was with American Airlines and Air Cargo, Inc.

North Atlantic Carriers In 3rd Try on Freight Rates on May 1

The airline members of the International Air Transport Association flying the lucrative North Atlantic route will convene in Montreal on May 1 for a third attempt to resolve their differences on what form a worthwhile cargo rate structure should take. They have until June 30 to come up with a solution to the knotty problem which has eluded them since last Fall. In the absence of an agreement, the situation will revert to the chaotic state of a few weeks ago when a rate war threatened as of April 10 (March AT, Page 24; April AT, Page 16).

There is open feeling in the air freight industry that this time the carriers, all of whom have been frankly worried about the prospects of a disastrous rate war, will reach some sort of a compromise.

The three United States airlines—Pan American, TWA, and Seaboard & Western—have proposed a general cargo rating system which would offer shippers volume discounts of up to 63%. This has received considerable opposition from many European competitors. Some of the latter believe that this kind of rating system will, at the present time, be more harmful than beneficial. Other carriers which do not operate airfreighters are fearful that higher weight breaks coupled with additional discounts will divert traffic to competitors with cargo aircraft included in their fleets.

CAB Intervention

It was the Civil Aeronautics Board which provided the incentive for another attempt to reach some form of agreement. In a dynamic move, the Board stated in no uncertain terms that it was displeased over the threatening rate war. It indicated that it would change the regulation which permits United States forwarders to charter aircraft—one of the irritants in the North Atlantic dispute—providing the carriers maintained present rates until July 1; agreed to take another stab at finding a common denominator which would settle the rates question; and, quite significantly, produce a new set of rates which met with Board approval.

The Board went one step further: it told the air carriers the kind of cargo rate structure it preferred to see. This followed generally the concept of the proposal put forth by the United States airlines, with an expanded general commodity rate structure composed of a greater number of weight break points, particularly between 2,200 and 16,500 or 22,000 pounds. Additional to this unprecedented Board action in setting forth its ideas on a proper tariff was its suggestion that a small number of specific commodity rates might be maintained.

Hard on the heels of the IATA carriers' agreement to the Board's terms came a (Continued on Page 6)

Montreal Flash!

Several hours before this issue went on press, the IATA cargo conferees pondering the North Atlantic rates problem in Montreal still were in session. Scuttlebutt from Montreal is that:

- The carriers are moving closer to a compromise agreement.
- The compromise will come closer to the U. S. carriers' proposal than to that of some of the foreign airlines'.
- Directional rates at different weight levels are being considered.
- A question is the number of specific commodity rates and weight breaks to be instituted.

However, we reiterate: the above is rumor.

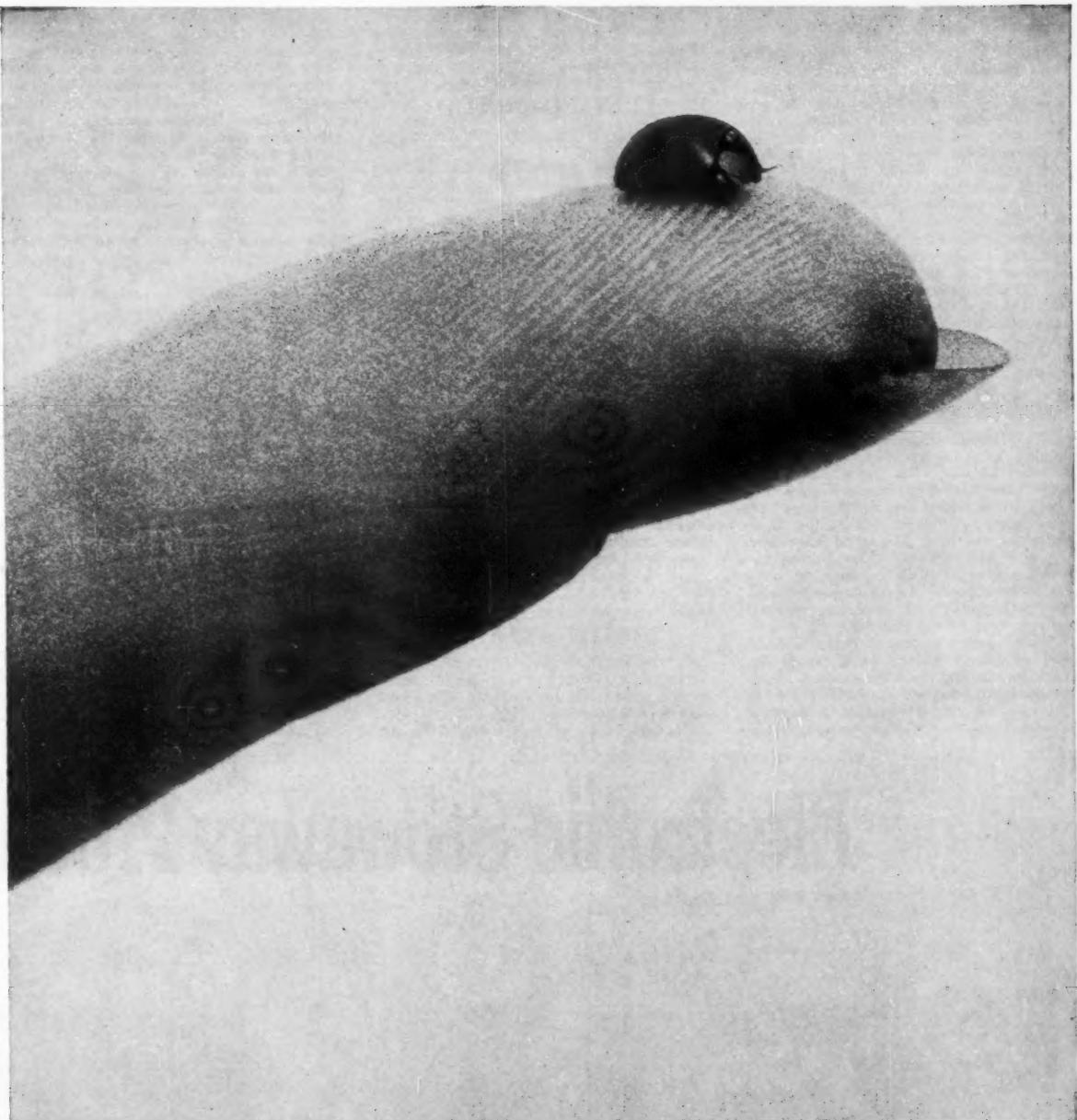
IATA Notes Big Rise In 1960 Atlantic Freight

The North Atlantic airlines last year showed a 40.0% increase in scheduled freight lift over the 1959 total, the International Air Transport Association reported.

The organization of the world's scheduled international airlines revealed that a total of 26,457 long tons were hauled in passenger aircraft, while cargo aircraft carried 19,603 long tons. These totals represented respective increases of 38.3% and 43.4% over the previous year in the weight moved on passenger and all-cargo flights. Together they averaged 40.4%.

On both passenger and all-cargo flights, westbound volume was somewhat heavier. A total of 14,406 long tons was airlifted in passenger aircraft from Europe to North America, in contrast to 12,051 long tons in the eastbound direction. Freighters on the westbound run carried 10,014 long tons, while eastbound cargo planes flew 9,589 long tons.

A sharp drop in cargo charters, which was 78% off the 1959 figure, showed a total of 789 long tons moved. Westbound charter tonnage were nearly double the eastbound number—521 as against 268.



If it can't fly there by itself—ship it on Braniff

Ship via Braniff at brisk Super Jet speeds. Save time. Save money by reducing inventories and packaging costs. Braniff Super Jets: New York to Miami (via Braniff-Eastern Interchange), thru-jet service to Panama, Bogotá, Lima, Buenos Aires, São Paulo, Rio. Also, Super Jets from New York to Dallas and San Antonio; and from Chicago to Dallas and San Antonio (and back, of course).

Write: Cargo Manager, Box 35001, Dallas, Texas. Ask about Braniff's new DC-6 air freighter—providing daily service between New York City and Texas. Your freight belongs on Braniff.



BRANIFF *International* **AIRWAYS**

Sabena-TSA Deal

Sabena Belgian World Airways has become general sales agent for TSA-Trans-continental, Argentine air carrier. Airway-bills of the Belgian airline may be used for shipments on TSA's route between New York and Buenos Aires. Sabena operates between New York and Brussels, with routes throughout Europe and to Africa and the Middle East.

The announcement was made jointly by D. LeRoy du Vivier, Sabena's general manager for North America, and Floreal Sales, assistant general manager of TSA. The agreement was described as "the largest step in a long-range plan of close cooperation between the two carriers." TSA's sales office in New York is being closed and its operations consolidated with those of the Belgian airline.

Air Boosts Circulation

The Midwest circulation of one of the nation's great newspapers, the *Christian Science Monitor*, has risen more than 40% since last November. United Air Lines, which issued the report, stated that it is hauling 70,000 copies of the newspaper by air from Boston to Cleveland, Chicago, and Omaha. The Boston-published newspaper is mailed from the three key Midwest points to destinations throughout the region, thereby reducing previous delivery time by one full day.

A UAL freighter departs Boston with its load of papers before noon, which are ready for mailing the same evening. Newsstand copies, however, are jetfreighted. In Chicago, they may be obtained in the early or mid-afternoon of the same day.

The *Monitor* reportedly decided on air distribution because "it was felt long-range costs would be less than costs of printing a Middle West edition."

UNITED-CAPITAL

(Continued from Page 4)

3,474,000 express ton-miles for an increase of 7.7%.

While United is due to take over from American Airlines the top slot as the nation's largest air carrier in terms of routes, aircraft, personnel, and passenger-revenue potential, American will remain the first-ranking carrier of domestic air freight, with the Flying Tiger Line still strongly entrenched in second place.

Common shareholders of Capital will receive one share of United common stock for every seven of their own. In addition, they are entitled to a five-year warrant to purchase an additional 1½ shares of United common stock at \$40 per share.

United will pay Vickers-Armstrong, Ltd., British manufacturer of the *Viscount* project, approximately \$30 million in cash or stock against Capital's \$34 million debt, in addition to returning 15 aircraft. The manufacturer, who originally signed a 60-plane purchase agreement with Capital six years ago, had been threatening to foreclose the mortgage held on the airline's fleet of aircraft.

NORTH ATLANTIC

(Continued from Page 4)

hastily called meeting between the Board and the international air freight forwarders. This took place early last month in the

CAB Hearing Room in the Universal Building, Washington, D. C. Even before the session began, the forwarders had more than an inkling of what they might expect. In his letter to the forwarders, CAB Chairman Alan S. Boyd said in part:

"The Board has long been convinced that the cargo market base on the North Atlantic must be broadened in a fashion which will attract new and increased traffic on a non-discriminatory basis. This belief has been furthered by the introduction of jet aircraft and the conversion of large piston-engine equipment to all-cargo service. There is no doubt that a sharp and prompt acceleration in the development of air freight volume is necessary to make use of this explosive increase in freight space available. The Board believes that a rate structure with spreads in rates adequate to create an incentive for the generation of increased volume would serve the best interests of all segments of the air transportation industry and the shipping public."

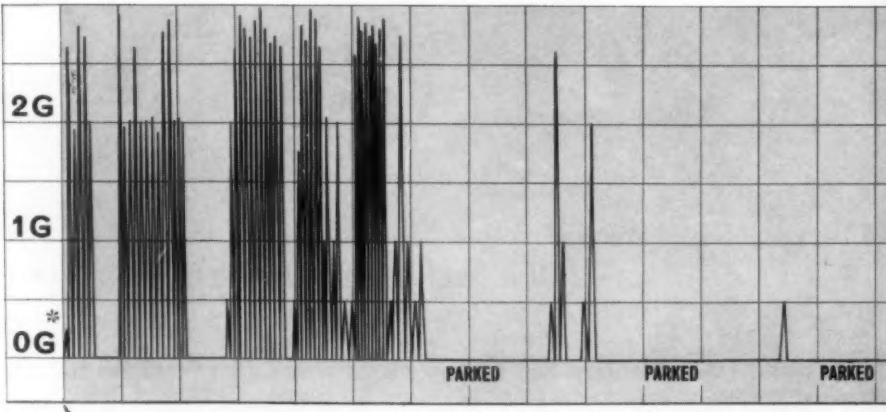
After spelling out its concept of the type of rate structure North Atlantic shippers need, Boyd declared that "with a structure of the type envisaged, the Board would see no need for continued imposition of Condition (d) on Resolution 045 at least for transatlantic westbound traffic, and it proposes to take that position as a final one subject to its thinking after hearing the views of interested parties . . ."

Condition (d) referred to by the CAB chairman states that: "For charters in air transportation, as defined in the (Federal Aviation) Act, Resolution 045 (of IATA) shall not prohibit the charter of aircraft to United States international air freight forwarders."

This of course, meant the potential with-

Electronic Stowaway Proves

*RCA's recording
of a New Jersey-
to-Sweden shipment
tells the smooth
"inside" story of
Clipper Cargo handling*



LOCAL DELIVERY TO IDLEWILD

What you see here is the story of the complete journey of a DC7F all-cargo Clipper shipment from RCA in Gloucester, N. J. to a bank in Stockholm, Sweden.

Unknown to Pan Am, an impact recorder was "planted" within the shipment, registering every bump and vibration. That's what those jiggles are. This was the first

RCA 501 all-transistor computer system ever sent to Europe. Value: \$700,000. RCA wanted to be sure it was handled with care.

What's more, RCA wanted to prove that Clipper Cargo is a smooth, practical way of shipping. Their own recording showed it. As you can see, the all-cargo flight itself

drawal of charter privileges enjoyed by United States forwarders, thereby equalizing their competitive position with respect to their counterparts abroad who have been prohibited from chartering aircraft—another sore point in the North Atlantic fiasco.

(One major American consolidator charged to *Air Transportation* that the airlines have established a virtual boycott against the charter of westbound aircraft. He stated that he would bring this to the attention of the CAB.)

The Air Freight Forwarders Association, national industry organization, indicated to the Board that it is willing to cooperate with its desire, but presented four conditions under which it would do so. Louis P. Haffer, AFFA executive vice president and counsel, listed these conditions as:

"(1) The rescission shall apply only on westbound North Atlantic charters.

"(2) The rescission of the condition shall be effective no earlier than the effective date of a new, satisfactory North Atlantic rate structure which would be approved by the Board.

"(3) The period of such agreement shall be for two years from July 1, 1961, and at the end of such period, or whenever before or after the expiration of such two-year period the agreement shall be no longer in force, then the condition shall automatically reattach to the resolution.

"(4) The rescission shall become effective provided only that the Board would not give its approval to any rate structure other than as set forth in its letter of March 28, 1961."

Haffer, in an effort to avoid conflict of interpretation of the Board's backing of

a general commodity rate structure, sought to pin down its meaning. He expressed the AFFA's assumption that the Board "contemplates a minimum of five breaks between 1,000 kilos and 10,000 kilos," and made clear that the forwarders' support "rests upon this assumption." The minimum standards of weight breaks that the association will accept, Haffer continued, are: 1,000 kilos, 1,500 kilos, 2,000 kilos, 3,000 kilos, 5,000 kilos, 7,500 kilos, and 10,000 kilos. Additionally he stated:

"As the Board knows, acting essentially under the threatened veto power of some European airlines, but also with considerable cooperation at times from some of the American-flag carriers, the International

duced rates as volume increases apparently has been the principle that the airlines are just as well off with low volume at high rates as they are with high volume at lower rates.

"This point of view is, of course, diametrically opposed to the fundamental concepts of our American economic system. It ignores the best interests of the shipping public by maintaining artificially high rates. It effectively discourages solicitation efforts by air freight forwarders whose basic profit stems from rate spreads. It can never serve to fill the cavernous bins of the great cargo armadas that are now moving across the oceans of the world in ever-increasing numbers."

The most detailed position taken by an individual forwarder at the hearings was that by Alvin B. Beck, president of Air Express International Corp. Complimenting the Board on its "promptness in responding to the very critical situation," he submitted his firm's own suggestion for a rate structure which admittedly bears "a strong resemblance to the SBW-TWA-PAA proposal, but does not duplicate it in every respect." This follows:

Weight Range (lbs.)	Rate (¢ per lb.)	T/M Yield (¢)
0-99	127 (Present Rate)	73.8
100-219	69	40.1
220-549	52	30.2
550-1099	50	29.1
1100-2199	47	27.3
2200-5499	40	23.2
5500-10,999	36	20.9
11,000-16,499	34	19.8
16,500 and over	30	17.4

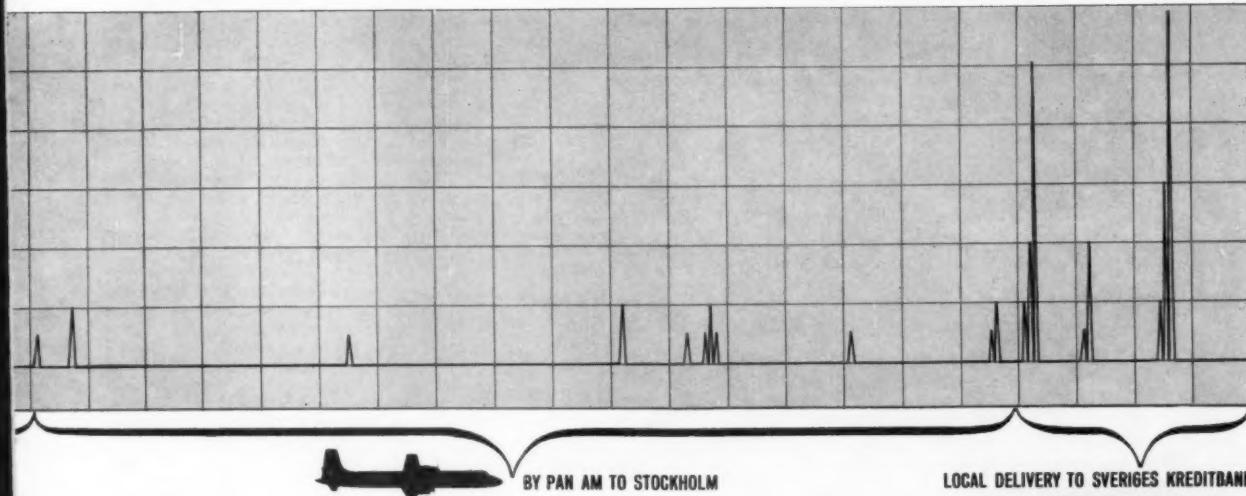
The foregoing are general commodity rates, New York to London. The ton-mile yields have been computed on New York



Air Transport Association has in the past consistently refused to agree upon and adopt an international air freight general commodity rate structure geared to forwarder traffic, with volume rate spreads and adjusted for quantity movement.

"At the same time, IATA has repeatedly adopted companion specific commodity rate structures coexisting side-by-side with its general commodity rate structures which, also without volume spreads, have, in addition, offered opportunities for rate evasion and have produced lower returns for the airlines. The basic philosophy behind the refusal to accept a rate structure with re-

Pan Am "Handles with Care"



was the smoothest part of the entire journey, door to door. RCA was so impressed they showed Pan Am the recording.

It's a good case to keep in mind when you have an overseas shipment demanding special care. Call your cargo agent, freight forwarder or Pan Am first thing.

* **What's a G?**
A measure of force in which a moving body meets a reacting force equal to its own weight.
Example: the vibration you feel when walking is approximately equal to 1 G.

† Trade Mark, Reg. U. S. Pat. Off.



**When you need a
shipment in a hurry...**



Delta Jet Freight

Your shipments move faster when you use Delta's big Jets, cruising at speeds up to 615 mph. And all Delta flights carry Air Freight, give you next day delivery. Delta's fleet also includes all-cargo aircraft for heavier, bulkier shipments.

**Delta DC-8 and
Convair 880
Jet Routes**

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of Texas will
be announced
soon.



For information or service call your
nearest Delta office, or write: Delta
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DELTA
the air line with the **BIG JETS**

London mileage of 3,442. Minimum charge per shipment is \$15.00.

Beck said that "rates to and from other points on the European Continent should be established by suitable additional differentials based upon the approximate existing intra-European tariffs, taking into consideration competitive and marketing relationships which traditionally require Danish, German and Swiss destinations be commensurate; Amsterdam, Brussels and Paris; and Scandinavia and Italy, be similarly treated." He added:

"We also believe that a limited number of rates for specific commodities, not to exceed 20% of the total tonnage transported, be maintained at present levels, provided they are considered as truly developmental and are aimed at specific markets and at commodities which would never move by air unless these rates are kept in effect. Accordingly, commodity rates for selective consideration by the Board and the airlines, provided they do not exceed 20% of the total volume moved on the North Atlantic, are suggested. . . ."



Again the AEI suggestion is based on
New York-London:

Commodity	Minimum Wt. (lbs.)	Rate (¢ per lb.)	T/M Yield (%)
Textiles	100	33	19.2
Wearing Apparel	100	50	29.1
Shoes & Slippers	100	32	18.6
Auto Parts &	100	32	18.6
Agri. mach.	1100	30	17.4
Adding/Computing Machines	100	50	29.1
	3300	30	17.4
Radio & TV sets & parts; phonographs, tape recorders, household appliances	100	36	20.9
Drugs, Chemicals	100	55	32.0
Pharmaceuticals	550	41	
Precision instruments;			
Instruments	100	37	21.5
Optical goods	100	37	21.5
Toys & Games	100	37	21.5
Household goods and personal effects	\$250.00*	40	23.2
•Minimum charge (No Minimum Weight).			

Beck said that AEI's proposals were based on the following reasoning:

"1. The high-yield under-100-lb. level (which is unchanged from present levels) serves three purposes:

"(a) Caters to the 'emergency-traffic' market in which traffic will move almost without regard for cost.

"(b) Appeals to the IATA carriers which do not have cargo aircraft.

"(c) More than offsets dilution of overall ton-mile yield by the low rates suggested at the highest weight levels as the mixture of cargo will return a much higher yield to the direct air carrier.

"2. Highest weight levels are close to the per-pound cost of chartering entire aircraft, a feature which should appeal to all IATA carriers, as it nullifies the incentive to forwarders to charter.

"3. The only economically practical method of pricing transportation service is employed by providing volume discounts roughly paralleling the actual difference in cost of handling large vs. small shipments.

"4. Will not disrupt marketing patterns of some relatively low value commodities which are vital to American exporters who must remain competitive with foreign manufacturers with respect to both landed cost and service.

"5. They provide a reasonable spread between rates at the highest and lowest



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weight levels which will afford the forwarding industry an incentive to furnish complete air-export services to U. S. shippers at the lowest possible cost.

"6. We believe they provide a balanced compromise between the extremes of views within the IATA membership, by providing 'something for everybody' and hence has the greatest possible acceptance by all the airlines and thereby reducing the possibility of future disagreement."

"In addition to the above, we recommend that the Board consider seriously the abolition of severe curtailment of the 'between-IATA-conferences' rate-making machinery of the North Atlantic Specific Commodity Rates Board. This Board's present terms of reference, as we understand them, could conceivably lead to chipping away of the suggested rate structure by future additions to the list of specific commodity rates and eventually lead us right back to where we are today.

"In this respect, we suggest the Board reconsider its approval of IATA Resolution 590, under which the North Atlantic Specific Commodity Rates Board operates, with a view to inserting safeguards which will close the potential avenue to the establishment of additional commodity rates without specific Board approval."

LONDON LETTER (Continued from Page 2)

of local industry could, perhaps, do better than we, and so in 1957 we adopted the principle of offering depot-to-depot services from city center to city center, and it was that year we opened our London Cargo Depot.

"By concentrating on depot-to-depot operations, we have achieved an extremely good load factor which now, in fact, enables us to offer a flat rate for all consignments on the London-to-Paris route of 4½d (about 5½¢) per kilo, the only qualification being a minimum charge of £3 (\$8.40). Emphasizing in an airline sense at least our faith in bulk traffic."

A great amount of Silver City's summer traffic is ferrying automobiles across the Channel. At peak periods, *Freighter* takes off at intervals of five minutes or so.

They are not particularly worried about the added competition on the route. In fact, Air Vice-Marshal Macdonald told me that:

"For our part, I can say briefly that we have great faith in the future of air freight. Personally, I believe that it is going to break through in a big way in the not too distant future."

Mr. Whybrow of British United Airways was more critical in his views of the air freight market, and said:

"On the question of air freight expansion, as you can see ours is expanding at a very satisfactory rate, but I believe that the present ridiculously high freight rates and commodity rates do more to prevent expansion of air freight in Europe than the halfheartedness of most of the national airlines.

"There must be a change in attitude in the near future, and with the use of economical aircraft, there could be an increase of three to five times in the next seven years."

Imaginative forward planning by BUA includes seven new "long-range" routes into France (to Le Bourget, Tours, Dijon, Strasbourg, Boulogne, Paris, and Lyon).

A new aircraft, the ATL-98, will be used.

The ATL-98 is an interesting modification of a DC-4, being reposed and refined, with flight deck above front-opening cargo doors. The ATL-98, which will come into service later this year, has a cargo compartment fully 68 feet long, with a passenger compartment at the rear.

One problem of the Channel Bridge is, of course, seasonal fluctuation. On this Mr. Whybrow said:

"As many as 100 or more services a day may be operated at weekends in early July, and as few as 20 in the middle of the week. The effect of this upon adequate staffing, overtime, and other costs is reflected in the peak fares at the weekends from July to September. The unfortunate fact that 84% of the total cross-Channel automobile traffic occurs between May and September, emphasizes the highly seasonal nature of this type of traffic."

Mr. Whybrow believes that the existing IATA commodity rate idea should be replaced by a new structure based on surcharges for weight and volume. The reduction for quantity—at present only 45 kg.—should be extended to 100, 250, 500 and 1,000 kg., with additional rebates for regular traffic. There should be rate differentials for freight carried by fast passenger aircraft or freight services and deferred traffic. Also important would be the standard use of a monetary structure more simple than the English one, which requires rates to be arbitrarily rounded off.

Such thinking on the part of the major cross-Channel operators is a sign of increasing optimism on the part of European freight carriers. The next few months will show whether their optimism is justified.

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airfreight forwarder or nearest SW airfreight office.

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biggest cargo
now flown
across the
Pacific

Japan Air Lines now has DC-7F Freighters in cargo service.

Capacity: 30,500 lbs. Floor load limit: up to 200 lbs. per square foot.

Aft door sizes: 124" wide by 78" high.

No plane can carry anything bigger across the Pacific • Or more dependably. Your cargo is lovingly handled, securely packed in a pressurized, temperature-controlled compartment. JAL's experienced personnel, both in the U.S. and the Orient, sees that it gets there — on time. An exclusive extra: assurance of no "off-loading." Also: reserved space, in-transit information, protected trans-shipment on from Tokyo, daily service for smaller cargo on JAL's DC-8C passenger jets.

It's good business to specify JAL Courier Cargo. The rates? Often much lower than the total cost of sea shipment. Talk to your cargo agent or your forwarder. Or call the JAL cargo office in your city.



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Trade Fairs in Great Britain in 1961

Following is a selected list of trade fairs scheduled to be held in Great Britain this year:

May 1-4	Junior Fashion Fairs	London	Sept. 4-9	National Radio and Television Exhibition	London
1-5	Makers-Up Fabric Assembly	London	5-15	International Handicrafts and 'Do It Yourself' Exhibition	London
1-14	Presentation of Children's and Teenage Fashions	London	12-23	Farnborough Air Show	Farnborough
15-19	Third International Automatic Vending Exhibition	London	26-28	International Packaging Exhibition	London
15-19	Self-Service and Shop Equipment Display Exhibition	London	26-28	Food, Cookery and Catering Trades Exhibition	Manchester
15-20	International Hospital Equipment and Medical Services Exhibition	London	26-Oct. 6	National Association of Outfitters Convention and Exhibition	Harrogate
16-18	British Sole Leather Fair	London	Oct. 2-5	Heating, Ventilating and Air Conditioning Exhibition	London
16-18	British Upper Leather Fair	London	2-11	Spring Shoes Exhibition	London
16-18	Third Footwear Components Exhibition	London	3-12	Business Efficiency Exhibition	London
May 29-June 3	International Photo Fair	London	11-21	Electronics Computer Exhibition and Business Symposium	London
May 30-June 2	Radio and Electronic Components Show	London	17-19	International Knitting Machinery and Accessories Exhibition	Manchester
June 7-22	Antique Dealer's Fair and Exhibition	London	19-28	14th Engineering Display International Motor Exhibition	London
15-24	Construction Equipment Exhibition	London	30-Nov. 2	Junior Fashion Fair	London
19-22	Laboratory Apparatus and Material Exhibition	London	13-18	London Medical Exhibition	London
21-July 1	International Plastics Exhibition and Convention (Inter Plas.)	London	13-18	Engineering Materials and Devices Exhibition	London
July 4-7	Ophthalmic Optical Trade Exhibition and Conference	London	15-29	International Factory Equipment Exhibition	London
			27-Dec. 1	Building Exhibition	London
				Display Productions and Screen Printers' Exhibition and Product Fair	London

SERVICES

DOMESTIC

AMERICAN

Daily jet services connecting Cincinnati with New York and St. Louis have been inaugurated.

PIONEER

The local service air carrier has started service on the new Norfolk-Knoxville route. F-27 propjets are operated.

INTERAMERICAN

AVIANCA

Departures from New York are now at

8 a.m. on Sundays, Wednesdays, and Fridays. The latter flight stops at Miami, continues to Kingston, Jamaica, and then flies nonstop to Bogota, Colombia. Arrival is at 3:45 p.m. On Sundays and Wednesdays, the jet flights are nonstop to Montego Bay, Jamaica, touch at Kingston, and hop to Bogota, with landing at 3:10 p.m. On northbound flights, Sunday and Wednesday departures from Bogota are at 4 p.m., and Friday take-off at 4:30 p.m. Sunday and Wednesday stops enroute to New York are at Kingston and Montego Bay; Friday stops, at Kingston and Miami. Arrival time of the first two northbound flights is 11:10 p.m.; and the Friday flight, 11:50 p.m.

TRANSATLANTIC

BOAC

Starting June 2, the British air carrier will operate direct jet services between Washington, D. C. and London. BOAC will use Washington-Baltimore Friendship Airport. There will be four services per week, with drop-ins at New York or Boston.

KLM

The Dutch airline reports that at the height of the summer season it will make from 49 to 52 round trips per week between New York or Montreal and Amsterdam.

SABENA

During the summer, flights between New York and Brussels will be upped to 12 a week, then increased again to a total of 14. (Continued on Page 14)

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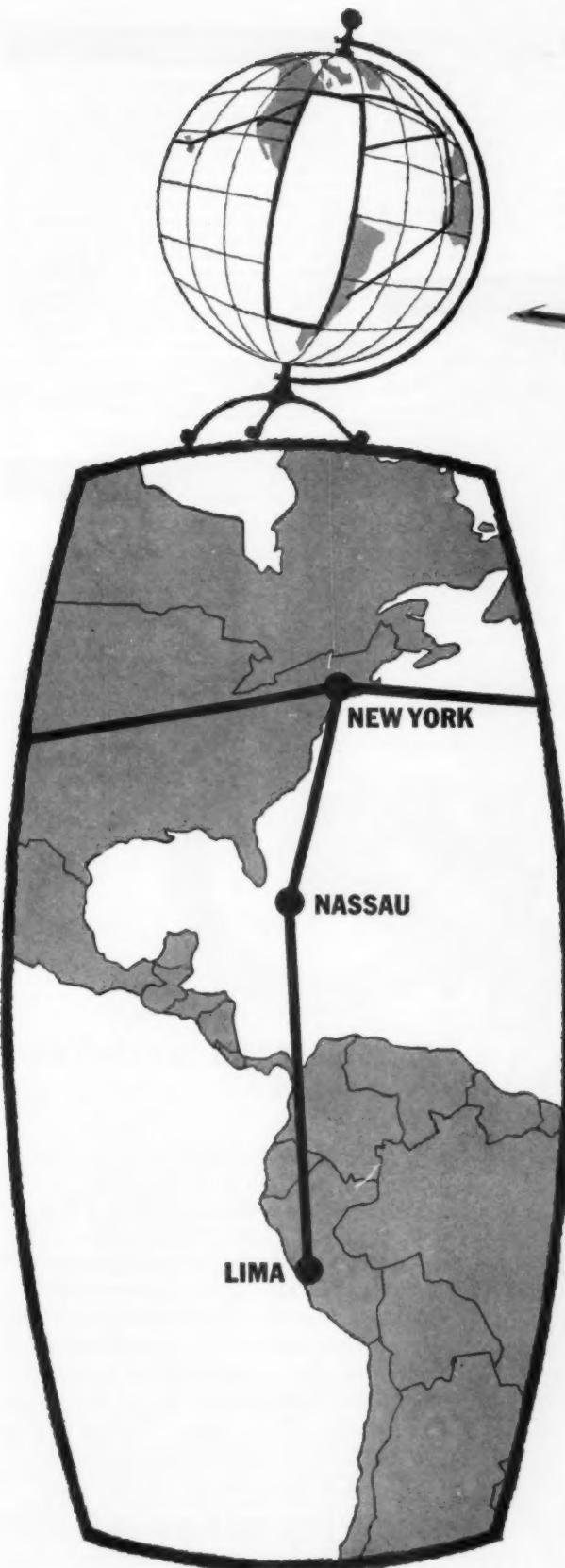
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INTRAEUROPE

AIR FRANCE

The French airline, like British European Airways, will provide two daily services between Paris and Gatwick, the secondary airport for London. Also, both carriers will operate services to Britanny, La Baule, and Deauville from Gatwick.

SABENA

The Belgian airline will operate a weekly total of 236 services into 38 European cities. Starting June 16, Sabena will offer flights between Ostend and Palma de Majorca.

EUROPE-AFRICA

A new *Britannia* propjet route recently was opened between Accra and London via Zurich. The service, which provides the first direct link between Switzerland and Ghana, is on a weekly basis.

TRANSPACIFIC

TAI

The French airline recently established a jet speed record of 8:41 hours when a DC-8 flew from Los Angeles to Tahiti—a stretch of 4,163 miles. It was a technical flight. Scheduled services will be kicked off on May 4.

JAPAN

On June 5, Japan Air Lines will inaugurate transpolar service between Tokyo and points in Europe. JAL will operate two DC-8C jet flights a week from the Jap-

anese capital to Paris, via Copenhagen and London. On return flights, only Copenhagen will be touched. Flying time: 17:50 hours. Tokyo departures will be every Tuesday and Saturday at 9:30 p.m., with the following Wednesday and Sunday arrivals scheduled: Copenhagen, 5 a.m.; London, 8:30 a.m.; Paris 3 p.m. Eastbound departures from Paris every Wednesday and Sunday will be at 4 p.m. These will reach the Danish capital at 7:30 p.m., and will reach Tokyo at 8:45 p.m. Thursdays and Mondays.

NEW OFFICES

AIRLINES

ALITALIA

Hartford, Conn.—80 Farmington Ave. Jerome P. Sheehan, district sales manager.

LUFTHANSA

Honolulu, Hawaii—Moana Hotel. Walter Dold, manager.

Phoenix, Ariz.—Adams Hotel. Rick Myhrberg, district sales manager.

FORWARDERS

ABC AIR FREIGHT

Philadelphia—Delaware & Jackson. Carl Cohen, manager.

AMERICAN EXPRESS

Rome, Italy—Aeroporto Intercontinentale di Roma, Servizio Merci, Fiumicino. G. Cuffaro, manager.

Zurich, Switzerland—Air Freight Office, P. O. Box 227, Zurich Airport 58.

INTERLINE

UNITED-AEROFLOT

Aeroflot, Soviet Russia's civil airline, has signed an interline traffic agreement with United Air Lines making it possible to issue a single ticket for passenger travel or send cargo shipments over the routes of both carriers. The agreement covers only the passenger-cargo services of Aeroflot. It was pointed out that under the Soviet system, Aeroflot controls all civil aviation in Russia. Aeroflot operates the following aircraft types in scheduled service: the twin-engine TU-104 jet; IL-18 and AN-10 turboprops, and the IL-2, IL-12 and IL-14, which are piston-powered. Connections to the TU-104 jet service to Moscow can be made at London, Paris, Copenhagen, Brussels and Amsterdam; and to piston engine service, at Stockholm.

HANDLING - PACKING

SYMPORIUM PUBLISHED

The International Cargo Handling Coordination Association has announced the publication of a special issue of its *ICHCA Journal* containing proceedings of its September 28-29, 1960 Symposium on Modern Systems of Cargo Handling, and highlighting discussion on the integration of transport systems through a universal containerized system. Copies of the special issue priced at \$2.00 each may be obtained from the U. S. National Committee, ICHCA, Room 1539, 111 Eighth Avenue, New York 11, N. Y.

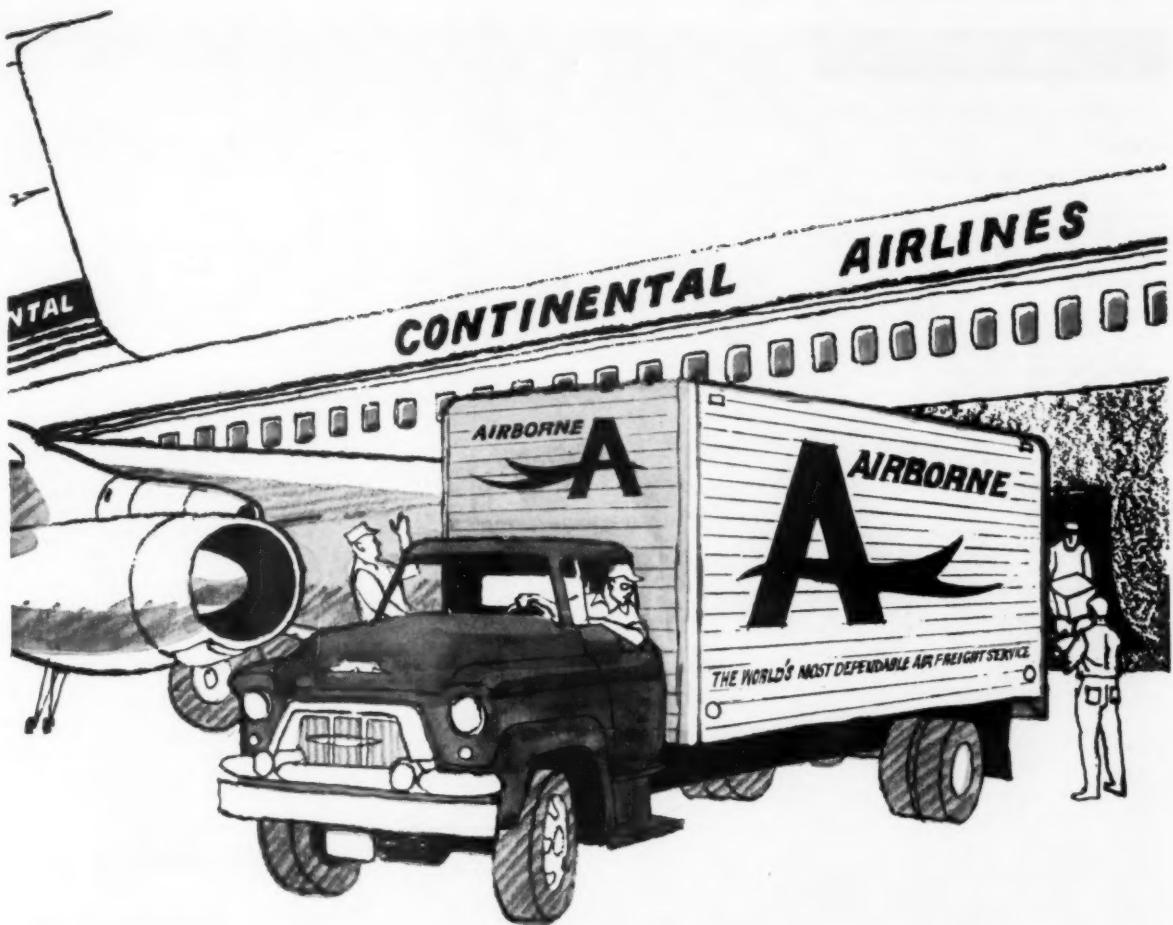


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Airborne has found, through experience, that Continental Airlines can be relied on to maintain Airborne's reputation for dependability. Continental's fleet of Golden Jet 707s has established an outstanding record of *on-time* performance.

On the ground, also, Continental strives for superior service. For example, Golden Jet cargo is ordinarily accepted up to 45 minutes before flight time! Another important point. You can reserve cargo space in advance, on the *specific* flight you want. At no extra charge.

When the flyword is Continental, the byword is *service*. Beyond everything else, you will find on Continental

personalized attention and service. A cooperative attitude toward meeting our mutual challenge: to move airfreight swiftly, economically, dependably.

Find out how Continental can serve you. Call your local Continental Cargo Manager or write: Mr. Lee Slay, Director, Cargo Sales, Continental Airlines, Stapleton Field, Denver 7, Colorado.



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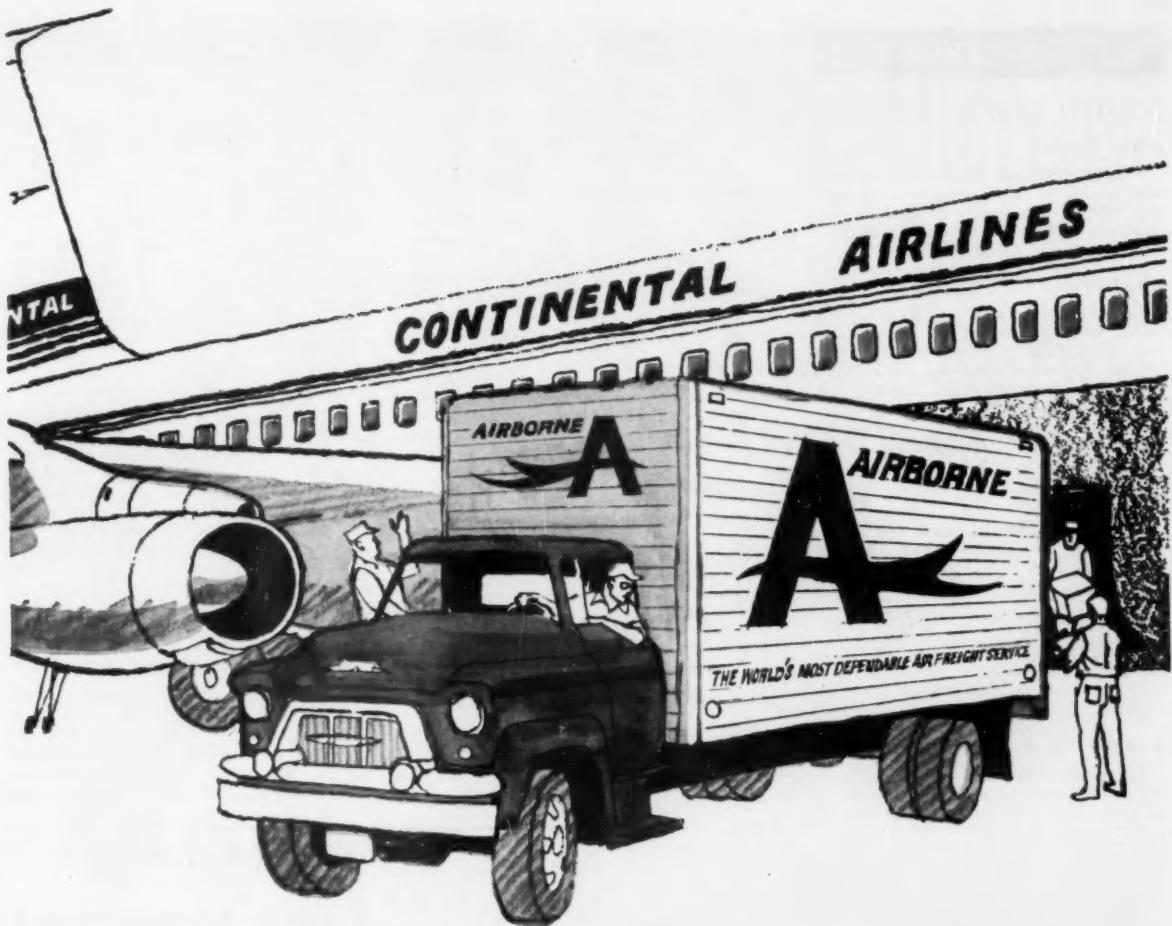


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FACTS & FIGURES

UNITED STATES AIRLINES

AMERICAN

Freight—Total of 115,185,000 ton-miles was carried in 1960—an 11.6% increase over the previous year . . . January 1961 total was 8,751,000 ton-miles, up over the same month in 1960 by 4%.

BRANIFF

Cargo (express and freight)—Total of 19,122 tons was carried last year, a drop from the 20,273 tons registered the year before. Ton-miles reached 11,083,052, as against 11,279,386 in 1959. Average load was higher, however—616 pounds in contrast to 603 pounds. Cargo revenue also was higher—\$3,531,255 as against \$3,463,906.

CENTRAL

Freight—140,592 ton-miles carried in 1960. Total was slightly above 1959.

Express—1960 total was 47,462, similarly a little higher than the year before.

EASTERN

Freight—Ton-miles rose from 18,588,205 in 1959 to 24,643,918 in 1960. Number of individual shipments rose from 226,983 to 261,824.

FLYING TIGER

Dividends—The all-cargo airline has declared the semi-annual dividend of 25¢ per share on Tiger's 5% preferred stock, Series

A, payable June 15, 1961, to stockholders of record May 1, 1961.

NORTH CENTRAL

Cargo (express and freight)—Total of 1,051,481 for 1960 represented a leap of 39% over 1959's cargo figure.

SEABOARD & WESTERN

Annual report—Net loss for 1960 of \$4,899,440, compared with a loss of \$4,977,549, before tax adjustments, for 1959, is reported. Operating revenues from scheduled freight and mail, charter, and other revenues, reached \$20,952,907 as against \$19,947,260 the year before.

TWA

Annual report—Consolidated net profit of \$6,473,000 is reported. Per share earnings last year were 97¢ as compared to \$1.41 in 1959.

UNITED

Freight—January ton-miles as compared with the same month a year ago, jumped 35% to 7,164,000 . . . In February, the 7,801,000 ton-miles carried established a new all-time monthly record. It was 26% above the February 1960 figure. During the month, other carriers experienced some labor difficulties.

Express—January total was 996,000 ton-miles, up 26% . . . February wound up with 1,146,000 ton-miles, up 39%.

FOREIGN AIRLINES

AIR FRANCE

Cargo—Record total reached in 1960 hit

a total of 349,331,130 ton-miles systemwide—an increase of 16% over 1959.

ALITALIA

Freight—Eastbound North Atlantic volume in 1960 rose 85.8% over 1959, a preliminary report indicates.

IRISH

Freight and mail—North Atlantic volume in 1960 was more than double that for 1959, with close to 300 tons reported. On European routes, the total jumped from 10,435 tons in 1959 to nearly 14,000 tons last year.

SABENA

Freight—Last year 6,539,486 ton-kilometers were flown within the former Belgian Congo and between that country and other destinations—a drop from the 7,983,474 ton-kilometers registered the year before. . . Statistics for the system, just received, indicate a rise of 20%, with a 1960 total of 38,425,000 ton-kilometers reported.

FORWARDERS

EMERY AIR FREIGHT CORP.

Annual report—Net income for 1960 was \$674,000, a rise of 20% from 1959. Domestic revenues rose 14% to \$14,083,000, and international revenues increased 71% to \$2,178,000. Total of 620,000 shipments was handled, these weighing some 24,000 tons.

Here today—

There tomorrow!

AIR-INDIA performs new cargo magic in the sky . . . neat trick . . . with no transshipment! AIR-INDIA offers 5 Boeing 707 Jets a week direct to LONDON, PARIS, FRANKFURT, GENEVA, PRAGUE, ROME, CAIRO, BEIRUT, BOMBAY, CALCUTTA from New York International airport. Ship via the only airline that gives you maharajah service . . . at no extra cost.

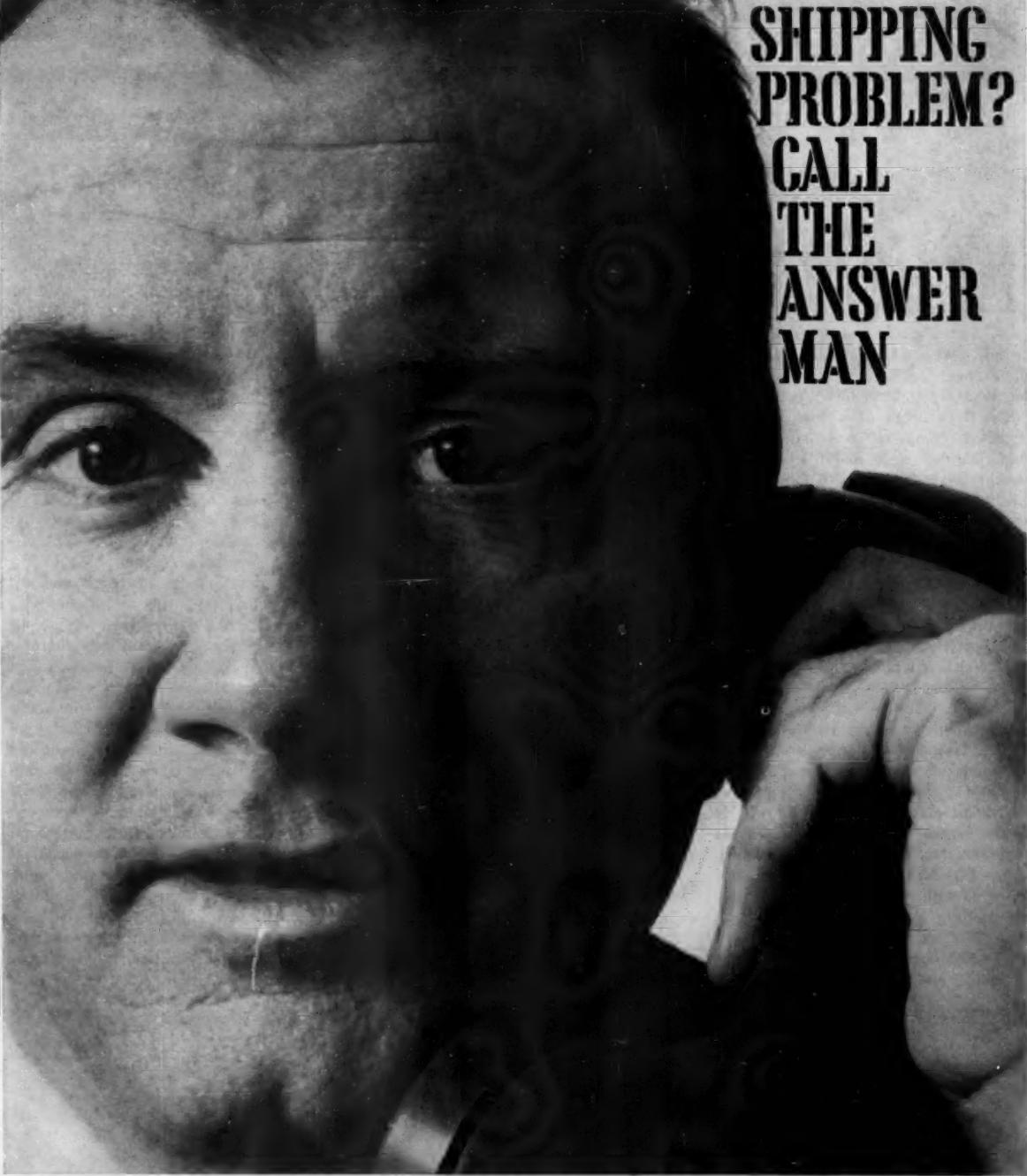


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Ray McGuire, KLM Cargo District Sales Manager for the New York area



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Ray McGuire knows cargo from the ground up. He should. He's been in it for 19 years. And Ray is only one of more than 150 KLM cargo experts stationed in the U.S. Call the KLM Cargo Representative nearest you. He'll handle every detail for you. He's authorized to make decisions, cut red tape. He accepts your shipment as his personal responsibility. Your order will arrive in a hurry, on time, at lowest possible cost. Special care by men who know their business best makes KLM one of the world's air cargo leaders.

■ KLM Royal Dutch Airlines, 250 Pearl Street, New York, N.Y.



The True Profession of

By CHARLES H. STURGEON

General Traffic Manager, The B. F. Goodrich Company

TODAY transportation is no isolated function. It is an integral factor in the whole fabric of business. In the interest of economical distribution of goods, the successful traffic department must integrate itself with all the other departments. A successful traffic department of a completely integrated company—a company that manufactures, sells and distributes its own products—is one that integrates itself with all other departments of the company.

The modern industrial traffic department does far more than handle the physical arrangements for purchase of transportation service. For example, through utilization of the lowest cost transportation consistent with adequate service it secures sizeable savings for the company.

These reductions in the cost of moving goods have many vital secondary effects. New supply sources are opened, sales markets are widened, and the firm becomes a more effective competitor. Above all else—customer good will is vastly improved by assuring buyers rapid, efficient and dependable delivery of goods. Effective administration of inbound and outbound shipments has become a powerful competitive tool as transportation plays an ever-increasing roll in the economy.

The spectacular success of the American economy rests upon a flexible and economical transportation system. Specialization of labor and the economies of large-scale production are impossible without inexpensive methods of moving parts and finished goods to nationwide markets.

It is not surprising that one-fourth of our entire national income is spent directly and indirectly for transportation. United States industry annually moves over 600 billion ton-miles of intercity freight and spends more than \$16 billion for this transportation service. It is the responsibility of highly trained traffic department personnel to find ways of slashing this huge expense while at the same time providing customers with improved service.

The industrial traffic executive is the person who is primarily responsible for the selection and purchase of one of our greatest American commodities—transportation.

Traffic management has not always been an intricate industrial function. Ninety years ago a "traffic manager" was a sharp bargaining agent who could secure special favors and maximum rebates from railroads. Little thought was given to the welfare of the carriers or the quality of service given to customers. After enactment of legis-

lation forbidding such discriminatory practices, many traffic managers were pushed back to the position of shipping clerk. During the early portion of the Twentieth Century the typical traffic department did no more than load and unload freight and check freight bills.

However, in recent years a true profession of traffic management has developed. With increased industrial specialization local markets have been transformed into regional and national markets. Transportation expense has thus become a gradually increasing element of operating costs.

The development of truck and air transportation presents the shipper with every conceivable type of service he wishes at various rates. Customers now demand a level of transportation service commensurate with general high production standards. Industrial executives realize that a fully staffed, specialized traffic department is required if transportation costs are to be controlled. Alert corporate management is now keenly aware that a dollar saved on freight costs may return more than a dollar of profit. This emphasis on shipping expenses has elevated many traffic managers to positions of top management.

Traffic administration covers a vast array of responsibilities, ranging from



The author, Charles Sturgeon, general traffic manager of The B. F. Goodrich Company, in familiar surroundings at Akron headquarters.



Three weeks after order was received, this four-ton conveyor belt manufactured by Goodrich was at dam construction site in Iran.

Traffic Management

improvement of packaging and handling techniques to exercising an important influence in the location of new manufacturing facilities. Whole new vistas have opened up as traffic departments have begun to provide numerous valuable cooperative services for other departments. The traffic manager sometimes serves as a permanent member of plant location or product committees. Sales and purchasing are advised concerning freight rates and their relation to advantageous sources of supply or markets. Traffic advises on



warehouse operation and location, and on the operation of company-owned transportation equipment. In some cases traffic departments are given final authority over many of these cooperative responsibilities.

Unfortunately, however, too many companies of all sizes still relegate traffic to a routine clerical role. These companies, faced with prospects of intensified competition and buyers' markets, are beginning to wonder why their delivered prices are higher than those of their competitors. Business faces a real test of efficiency in years to come. The wasteful, inefficient companies can not survive the rigors of this competition.

In this environment the difference between profit and loss for many industries will be in unrelenting control of freight costs and services. This is traffic's job. It will be performed for firms with foresighted leaders. In most cases the firms which avail themselves of an unfettered, effective traffic department will be successful.

The traffic manager is not merely a master of technical transportation detail. His job is also one of coordination with administration, sales and other divisions of the business. Traffic work in this area encompasses an extensive list of duties which may be termed cooperative functions. Cooperative functions involve those tasks which are performed in conjunction with, and for the benefit of, specific groups both within and outside of the firm.

(Continued on Page 28)

SOME COMMENTS ON MR. STURGEON'S ARTICLE

By RICHARD MALKIN

Executive Editor, *Air Transportation*

WE recommend a careful reading of the article by Mr. Sturgeon, which starts on the opposite page. As a penetrating exposition of the actual functions of the modern industrial traffic department and of the men who are responsible for its management, and as a description of the expanding responsibilities of the traffic executive and the inter-relationship of his department with other departments of the same firm, this article takes the place of *must* reading for business management.

One of the best of its kind that we have seen in a long while, it underscores in clear-cut terms the many factors which separate the *professional* traffic manager from the string-and-box shipping-room boss, and which in many instances have elevated the status of the industrial traffic manager to high executive level.

Mr. Sturgeon, however, has made a number of statements which, for the specific aims of *Air Transportation* require a certain amount of analysis and/or amplification.

After pointing out that traffic is "an integral factor in the whole fabric of business," the author follows through by stating that "through utilization of the lowest cost transportation *consistent with adequate service*" the traffic management secures important savings for the firm (italics ours). This is sage acknowledgement that low transportation cost is not the sole yardstick for the movement of goods. Depending on the type of commodity, the requirements of the consignee, and the position held by the producer-shipper in the free market, quality of service

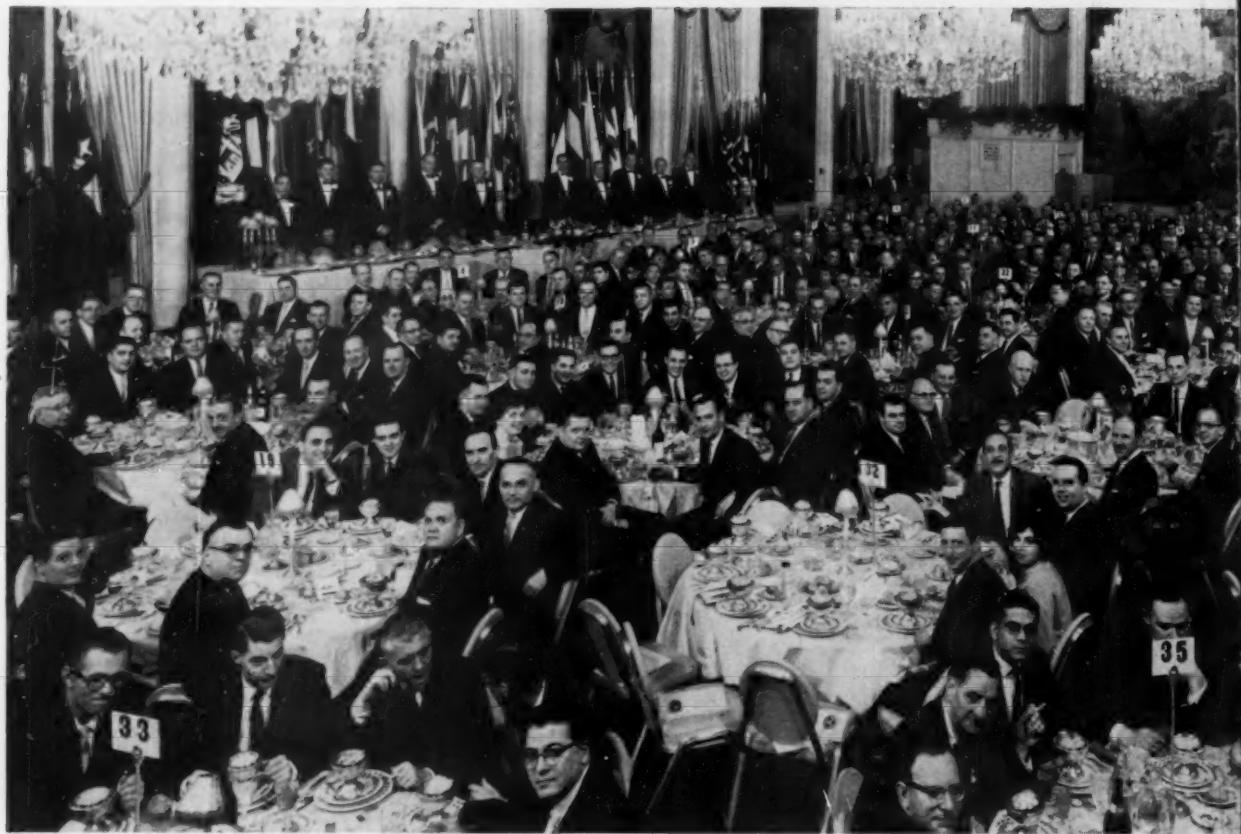
easily can become an overriding factor.

Unmentioned is the concept of landed cost—total cost, doorstep-to-doorstep—which has been largely instrumental in the wholesale conversion of many shippers to air freight. It must be added that this does not hold true for all areas of industry. However, regular readers of *Air Transportation* presumably are aware that there is an ever-lengthening string of case histories which prove that this concept is taking a more firm hold on the minds of cost-conscious businessmen.

Shippers and purchasers, in steadily growing numbers, have discovered through highly detailed air-and-surface cost comparisons that in numerous instances it is possible to lean on air transportation as a normal means of distribution, because it offers more in economy and in business potential. For example, while the air transportation rate may be higher than the surface rate on a specific shipment, economies derived from other phases of the *total* movement—doorstep-to-doorstep, that is—often will more than compensate for the difference in the transportation charges, while the telescoped delivery time provides new advantages to those concerned with sales, inventory, capital turnover, and market expansion.

Therefore, the statement to the effect that "alert corporate management is now keenly aware that a dollar saved on freight costs may return more than a dollar of profit" must be read only in the context of that type of commodity, or the situation, for which it holds true.

An interesting corollary will be found in Mr. Sturgeon's complaint
(Continued on Page 30)



GENERAL SCENE AT THE FOURTH ANNUAL DINNER of the Air Freight Forwarders Association at the Waldorf Astoria

Big Doings At The Waldorf



THE Air Freight Forwarders last month attracted the largest gathering of freight notables in its four years of annual dinner functions at the Waldorf Astoria in New York. Excluding guests, substantially more than 400 forwarding, airline, industrial traffic, and export-import executives, as well as Government personalities crowded the big cocktail room and banquet hall.

A fast-paced program saw and heard:

► John H. Mahoney, senior vice president of Seaboard & Western Airlines, named Air Cargo Man of the Year.

JOHN H. MAHONEY (left, in photo at left), senior vice president of Seaboard & Western Airlines, moments after he was announced the Air Freight Forwarders Association's 1961 Cargo Man of the Year. Shown with him is AFFA President Thomas D. Griffin who revealed the organization's choice and made the presentation of a special plaque. *Air Transportation Magazine* each year donates the plaque to AFFA.



Plaza Hotel in New York.

aldorf

THE PLAZA HOTEL, NEW YORK CITY

► Senator E. L. (Bob) Bartlett, Democrat from Alaska, named Legislative Man of the Year.

► Alan S. Boyd, chairman of the Civil Aeronautics Board, delivers the principal address of the evening, in which he promised that "the Board will move to correct inequities, and it will move fast"—an allusion to the North Atlantic rate situation which has threatened a rate war, and other possible perils to the industry.

► Louis P. Haffer, AFFA executive vice president and counsel, in his opening remarks, call future prospects bright, and ask all elements of the air freight industry to refrain from "looking back to old attitudes, old antagonisms, old fears."

A vote by the members of the Air Freight Forwarders Association brought Mahoney this year's plaque as Air Cargo Man of the Year. He was the third airline executive to win the award.

(Continued on Page 24)

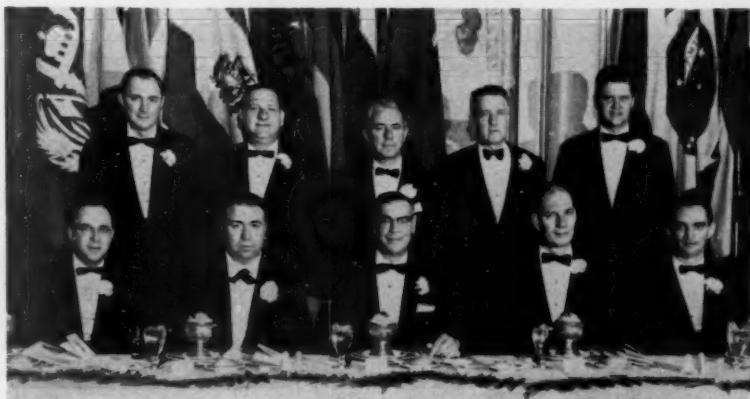


"THE PROSPECT of an open-rate situation and a rate war is looked on by the Board with disfavor, since it is not likely to be conducive of orderly business on a fair and economical basis . . ." CAB Chairman Alan S. Boyd addressing his audience of forwarders, shippers, and airline executives, spelled out CAB policy with regard to cargo.



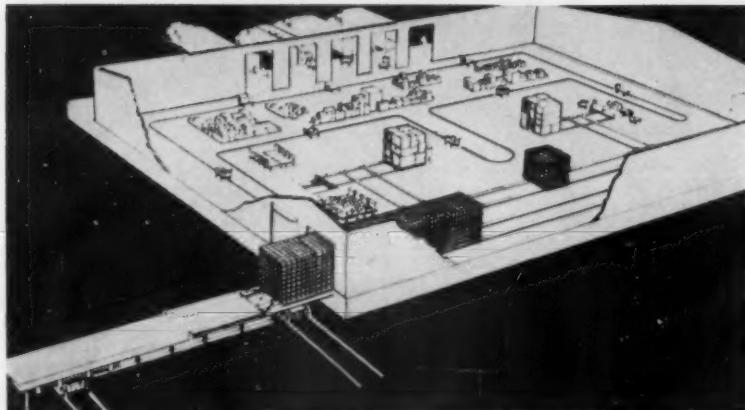
SENATOR BOB BARTLETT of Alaska (right) shows the Legislative Man of the Year Award which he has just received from Louis P. Haffer, AFFA executive vice president and counsel, standing beside him in the photo at the left. This is AFFA's annual public service award.

BELOW: FACING the big audience from the dais were: Standing, left to right—F. Livingston, AFFA legislative assistant; S. Kreps, vice president, ABC Air Freight, Inc.; J. R. Wiley, aviation director, Port of N. Y. Authority; T. D. Griffin, AFFA president; J. C. Emery, Jr., vice president, Emery Air Freight Corp. Seated, left to right—M. Brautman, president, Pan-Maritime Cargo Service, Inc.; R. Seitel, president, Allied Air Freight, Inc.; Senator E. L. Bartlett; A. S. Boyd, CAB chairman; L. P. Haffer, AFFA executive vice president. Over 400 came.

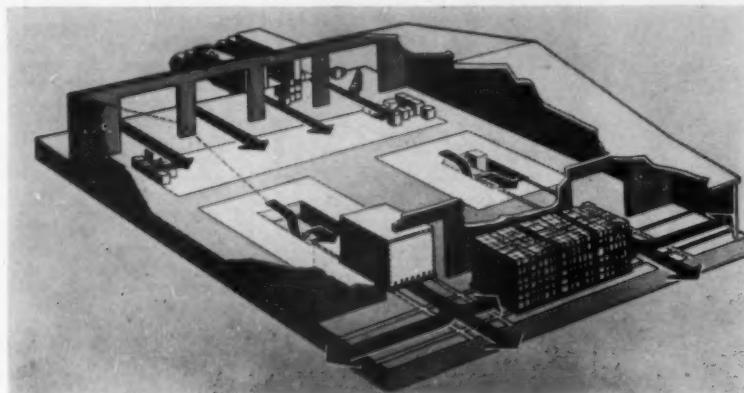


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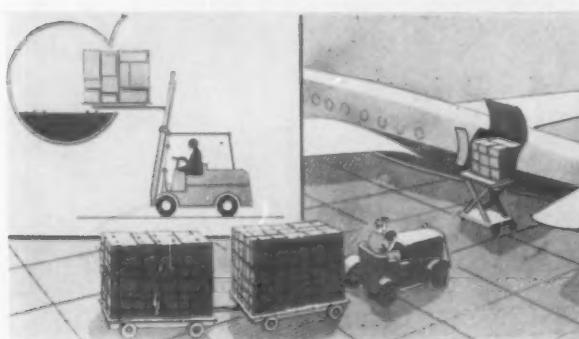
SYSTEM is said to cut truck-to-plane cargo-handling time in half for small terminals.

FOR two years E. W. Fuller, manager of special projects at the Georgia Division of Lockheed Aircraft Corp., traveled geometric patterns in the United States. His objective was the study of domestic air freight movement, and the implementation of his findings in the form of a recommendation of a ground-handling system which would be compatible with (a) trucks and air terminals, (b) today's cargo-terminal facilities and present aircraft of all types, and (c) the jetfreighters of tomorrow. The recommendation was made at last month's National Aeronautic Meeting of the Society of Automotive Engineers.

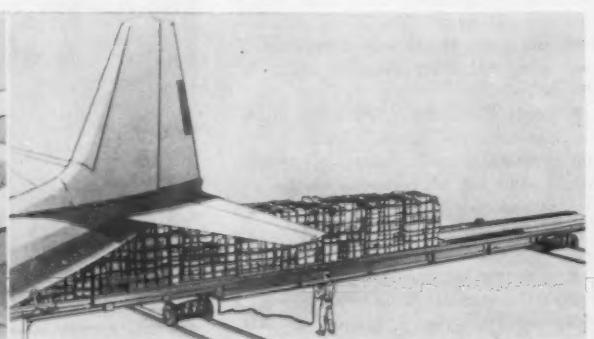
"The piggyback train, the container ship, the container truck, and the automated land and sea terminals developed within the last decade are examples of progressive thinking that informed freight executives are applying to reduce costs and attract business," he told his engineer audience. "The success of these concepts confirms that the unitization and mechanization of freight and the overall systems approach, in which the prime mover is but one link, is here to stay. Within the industry, there is a growing belief that to keep abreast of this competition, air freight must accept these concepts and tailor them to the unique weight, strength, and volume requirements of the aircraft.

"Today the air freight routes of the world, almost without exception, use

(Continued on Page 30)



COMPATIBLE SYSTEMS in aircraft and terminals will speed remote loading operations.



MOBILE DOCK would speed unitized shipments from terminal to aircraft.

HOW PAN AM E - X - P - A - N - D - S ITS CARGO LOAD



Placed flat like a legless table . . .



It swells into a cargo container . . .

KNOCKED DOWN it looks like a folded ping-pong or party table, but in a matter of minutes it can be made to spring up as a full-size container capable of accommodating about a quarter-ton of air shipments.

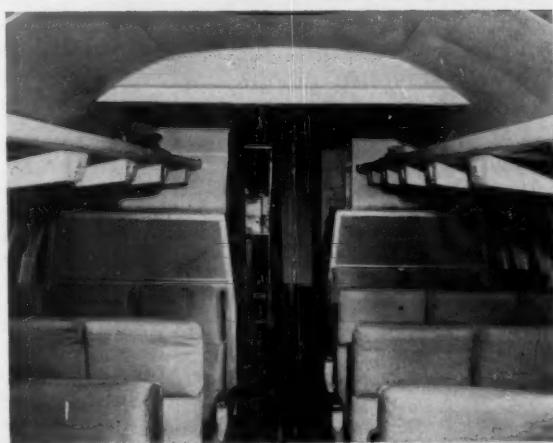
Fitting nicely with the decor of Pan American World Airways' passenger-jet interiors, the container allows the sort of flexibility that fills the lift-conscious cargo man's heart with delight. When the passenger load is light, the unoccupied seats can be removed and the space utilized by one or more cargo containers.

Pan Am states that "at present four of the containers are occasionally placed in service per flight." With each container holding 490 pounds of freight, this amounts to 1,860 pounds. If the situation arises, and there is enough of an overflow of shipments—the regular cargo compartment holds some 10,000 pounds—fully a dozen such units can be set up in the passenger cabin.

From the standpoint of space, each container will occupy about the same area as one bank of seats. Weight of the container is 122 pounds; cubic capacity, 48 cubic feet.

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BIG DOINGS

(Continued from Page 21)

In 1959, it was captured by Willis G. Lipscomb, vice president-traffic and sales, Pan American World Airways; and in 1960, Alvin E. Levenson, United States cargo manager, KLM Royal Dutch Airlines. The plaque is donated annually to AFFA by *Air Transportation*, but the magazine does not participate in any of the nominations or final voting.

Thomas D. Griffin, AFFA president and chairman for the evening, in his remarks preliminary to making the award, stated in part:

"We have entered a new era—a period in the history of commercial air cargo when shipments are moving at jet speeds, when capacity is at its highest



and steadily continues to grow, and when rates are moving in a direction to attract more volume and types of commodities which at present are not moving by air. It will be necessary that the airlines and the forwarders, as partners in progress, work together in this era to solve the common problems introduced by the rapid development now taking place.

"The award is given to the key executive as a representative of the airline, who has made a substantial contribution to the progress of air freight. This year the association has selected John Mahoney, senior vice president of Seaboard & Western Airlines as the recipient of our award. Their activities in the past months in support of the volume rate principle have underscored the company's positive recognition of the air freight forwarder as a partner in progress. They have come full circle to the understanding that it is only through a mutual awareness of the contribution that the airlines and forwarders can each make to the development of the air freight market, that the problems of the coming era can be solved."

It was Haffer who made the Legislative Man of the Year presentation to Senator Bartlett. One of the first two Senators from the new State of Alaska, he was described by Haffer as having "displayed a remarkable degree of industry and perception, throwing himself into committee work with devotion and great energy." The Alaskan is an active member of the Aviation Subcom-

mittee of the Interstate and Foreign Commerce Committee, the Armed Services Committee, and the Select Committee on Small Business.

"To each of these he has brought creative imagination and application of a high order," Haffer said.

The focal point of attention, however, was on CAB Chairman Boyd who was making the first major address of his new career. Almost from the very beginning he touched on controversial matters, such as the current Domestic Cargo-Mail Service Case and the proposed Revocation of Prescribed Minimum Freight Rates. But he pulled away from them with the comment that "the decisional processes of government impose silence on Board members" with unfinished matters still before them, and made the promise that the forwarders' interests "will not be overlooked in our final determination."

Boyd said that the Board was studying "the possibility of defining the geographic area within which a direct or indirect carrier may elect to inaugurate pickup and delivery service in connection with air shipments," as well as the forwarders' own request for relief from the seven-day payment rule. He indicated that "something concrete" will be said on both subjects in the near future. From this, the CAB head launched into "the very vexing question of the North Atlantic cargo rate structure"—which, if one were to judge from the hundreds of cocktail-hour conversations between forwarders, airline men, and shippers, must have been on most minds.

"In an attempt to create a climate in which the IATA carriers would avoid an open rate situation and could come to a satisfactory agreement, the Board stated that it proposed to remove Condition (d), at least insofar as transatlantic westbound cargo traffic is con-



cerned, as a condition of its approval of IATA Resolution 045," Boyd stated. "That resolution, of course, is the Charter Resolution. Condition (d) states that the resolution shall not prohibit the charter of aircraft to U. S. international air freight forwarders.

"The Board's proposal to remove the condition was made subject to three requirements, two of which apparently have been met; and subject to further thought after a public hearing, which has since taken place. We have been led to believe that our statement was instrumental in bringing about the IATA carrier agreement to extend the validity of the present rate structure through June, thus avoiding an im-

mediate open rate situation and a possible rate war. If this is so, then we have had some success in our effort to create an atmosphere conducive to carrier agreement. The extension of the present rates was our first requirement. The convening of an IATA cargo rate conference before July was our second requirement. To all appearances, that has been met, too. (The conference will take place in Montreal on May 1.)

"Our third requirement, in return for removal of condition (d), at least in part as stated, is that the IATA carriers agree to a satisfactory rate structure for a reasonable period from July 1, 1961, on. This requirement obviously cannot be met with so readily as the others. In order to provide some guidelines, we announced certain criteria by way of defining what we meant by a satisfactory rate structure.

"We did not attempt to advise on specific rates or precise breakpoints within a general commodity rate structure because we felt that in the first instance, this is for the IATA carriers to decide. We did treat with levels such as 45 and 1,000 kgs. on the one hand, and 1,000 and 7,500 or 10,000 kgs. on



the other because we and the entire aviation world concerned, are well aware of the fact that the IATA carriers have been talking in those terms for some time. We did not originate them in our statement, and we do not dictate them. One has only to look at IATA Transpacific Resolution No. 556a to find present-day use of 45 kgs. as a lowest and 10,000 kgs. as a highest breakpoint in an international cargo rate structure, with other breakpoints between. The IATA Conference No. 1 structure is similar for application between the Americas.

"It is my understanding that relatively few specific commodity rates were superimposed on these structures, and that traffic movement has improved substantially on the basis of them. We accept these levels for what they purport to be—the limits of lighter volume shipments and the limits of heavier volume shipments as many people here and abroad see and use them. At least they present a known framework in which to construct cargo rates. We did not state that these are the only levels satisfactory to us; we stated merely and clearly that we regard these lower, median and upper levels as meeting

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the criteria for volume cargo development. We feel that a number of reasonably spaced breakpoints at appropriate discounts should be agreed within the framework to provide incentives for increased volume cargo traffic."

Pointing to the anticipation that this year cargo capacity on this rich route will be close to double what it was in 1960, he added that "unhappily, but normally, traffic does not double from year to year." If this is to be done, Boyd said, "the carriers must provide incentives which will encourage shippers, agents and consolidators to bring more and more cargo to their doors."

The CAB chairman went on to say:

"These incentives must be attractive to the market and rewarding to the carriers. The effort must be concerted, orderly, productive and non-discriminatory. This would seem to call for a general commodity rate structure with spreads in rates adequate to accomplish generation of the greatly increased volume of cargo necessary to sustain all-cargo service and jet service. No mean task."

Acknowledging that his audience probably would have liked to see the Board go into greater detail as to the rate structure the Government body had

in mind, Boyd explained that "it is not for the CAB to dictate to them (foreign governmental agencies and IATA) than it is for them to dictate to us."

"We are all dealing with factual situations to which there are reasonable and fair answers," he declared. "Jointly we must find them, and in that spirit we offered our statement of tentative position . . . I ask only that you realize that we have to take factors into consideration which are not your responsibility."

On the subject of international charters, one of the key points in the North Atlantic situation, Boyd stated:

"There is an undeniable relationship between charters and the rate struc-



ture for scheduled services. It is so apparent that I shall not dwell on it or question your interest. If it had not been sympathetic to that interest and the reasons which underlie it, the Board would not have imposed Condition (d) on Resolution 045 in the first place. After all this ground was covered long ago. But the Board thought you had a greater interest in a general commodity rate structure of the type described and hence expressed a willingness to remove Condition (d) as the price of attaining the greater interest."

"We were happy to learn that you were willing to go along with this proposal subject to a satisfactory rate structure being agreed. We seem to have found common ground. Perhaps the Board cannot refine its own statement to the degree that you would want, but we feel certain that you will bear in mind our responsibility to other segments of the industry, and our correspondence to official agencies abroad, remembering that ultimately whatever the direct carriers agree at the forthcoming IATA cargo conference must be put before us for approval. It is our responsibility to protect the public interest and segments of the industry not represented in IATA, and we intend to fulfill that assignment.

"Prior to the conference, however, we have no wish to cramp the carriers in their efforts to achieve a satisfactory agreement. Nor have we any desires to disrupt the foreign market as has been alleged. We believed that there was ample room within the rate framework outlined in our statement for a satisfactory structure to emerge from an IATA Conference. Our aim is to accommodate with a view to attaining

the announced objective. One thing we cannot do, however, is to permit progress in the public interest and in the interest of air transportation to be impeded unreasonably.

"I will not go into great detail here as to specific commodity rates. Suffice it to say that though they may continue to exist complementary to a general commodity rate structure, obviously the emphasis must be on the latter because it attracts bulk on a fair, economical and non-preferential basis. The specific commodity rates agreed must not destroy the general structure, and must represent the far lesser percentage of the total volume if it is not to destroy that structure by presenting too many opportunities for evasion of proper rates. The specific rates should be designed for truly promotional purposes and cannot be permitted to present the means of favoring one part of the shipping public at the expense of other parts. Fairness to the public at large is as essential as economy to the carriers in the making of a sound and proper rate agreement."

Boyd declared that the Board is "not unprepared to act with dispatch in



special circumstances such as a rate war." If a certain situation will find it without adequate authority to cope with it, he said, "we are ready to seek further powers which may be necessary to the performance of our functions . . . The Board will move to correct inequities and it will move fast."

"I trust that all carriers will keep this in mind before bringing about a bad situation which it will be beyond their powers to remedy, and which can only result in governmental action in this and other countries," he warned. "Hand in hand with direct carrier management prerogatives, such as rate-making in the first instance, go carrier duties to the public. It is our intention to see to it that those duties are properly discharged."

In his opening remarks, now traditional at the annual AFFA affairs, Haffer listed four principal factors from which the air freight forwarding derive their air of optimism as to the future:

"First, that the airlines themselves for the first time as a whole have decided to take air freight out of the kitchen, are extending to it the independent attention that it has been long denied and that it now certainly de-

serves; and more than that are emphasizing in their thinking for the future a *basic* economic dependence on *private, commercial*, route-type freight carriage.

"Second, that the business public more and more has moved toward the acceptance of air freight as a normal, usual way of doing business—free forever of the 'emergency only' concept of its utilization and ready to integrate it into its day-to-day production and distribution processes. This is not to say that air freight as a means of doing business will sell itself from now on out to those not already committed to it. Far from it. But it does mean that the *concept* of the routine use of air freight, now so frequently received without surprise in traffic department circles, even among those not actually as yet making use of it themselves, will tend to temper the need for the 'hard sell' in many, many cases.

"Third, there appear to be the first beginnings of a more understanding, a more knowledgeable regulatory climate for air freight in general and air freight forwarders in particular. We believe that most of the previous regulatory action which has tended to constrict sharply the forwarders' breathing space by regulatory limitation has been the product of misinformation. Artificial fetters to a full realization of the forwarder's contribution will decrease, we are confident, with a deeper recognition and awareness of the nature of this contribution.

"Fourth, confidence in the future proceeds finally, I believe, from the calm satisfaction of most forwarders that their industry has attained substantial maturity—that the lusty, complaining infant—the mercurial, non-conforming adolescent—has grown up to take its place as an equal, adult partner in the family of air transportation. Modesty does not forbid us from



claiming a substantial part of the credit for this development for the Air Freight Forwarders Association. When almost the entire industry has the vision to form together into an organization for unified action in its own interest, this itself is the surest sign of maturity."

These factors, however, do not mean that the air forwarding industry can reach quickly its big potential, Haffer pointed out. He complained that "many

of the tools the forwarder is compelled to work with are too primitive to help him to do the best job of which he could be capable."

The "impermanency of his legal status" is a retarding influence, the AFFA counsel charged. The forwarder will need "an explosive increase in his facilities—in offices, in equipment, in trained personnel." The forwarder never has had subsidy, is not seeking it now, nor does he intend to do so in the future, Haffer said; but he will need outside financing if he is to ex-



pand, "and without permanent, certified status, financing on general competitive terms is not easy to come by." He asserted that the forwarding industry has "served its apprenticeship well" and should be integrated with the balance of the air transportation industry through CAB certification. Haffer served notice that the AFFA will press for such recognition "with all deliberate speed."

On auxiliary ground transportation, he said:

"The restrictive form of auxiliary ground transportation that is now allowed forwarders, and for the most part the airlines as well, is also a poor tool for him to mine the air freight field with. A service in connection with air transportation must range much beyond the presently allowable 25-mile limit so that even airport cities, so long as they are without adequate air freight service, may attain the benefit of air transportation through supplementary truck transportation to the nearest adequate airport. As a corollary the forwarder feels he should be permitted the flexibility and versatility to use any trucker for this purpose and not be restricted to those whose schedules are not adaptable to air freight movements."

A proceeding is now pending before the Board which to some extent may ameliorate or may remove some of the impediments to the future development of air freight transportation by making integrated air-ground movements less difficult. This problem here has been intensified by the rapid development in the use of jets for transcontinental freight carriage. With the limited number of airports that they can serve directly it seems obvious that cities far beyond the reach of the airports served directly should be entitled to the advantages of this jet serv-

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ice through some combined air-ground system."

On air freight rates, Haffer stated:

"Of all the tools the forwarder has been given to work with some of the rustiest, most archaic, are the existing rate structures in many areas, both domestic and international. The nature of air freight has changed dramatically since the day when the first airline freight tariff was constructed to meet the needs of the random, emergency shipment. The tariff structure has not kept pace with that change. Only after much soul-searching for the most part has it been conceded that rate struc-

tures must be geared to volume movements, and that if the industry is to have bulk it must become a disciple of the principle of adequate, profitable volume spreads. The situation for the future now looks somewhat promising in international air transportation where the Board's recent policy pronouncement on general commodity spreads and very limited specific commodities will, we are certain, reflect a great move forward."

The AFFA officer had this to say about the domestic picture:

"On the domestic front the outlook is not quite as optimistic. Recent tariff

structures indicate in many respects a regression, an unawareness of the need for continuing profitable spreads for the forwarders so that they can afford to go out and sell the freight. This whole problem is bound up with the minimum rate order. . . . The matter of continuing forwarder survival in a period of turbulent rate changes can be a critical one, not simply to keep him alive for his own sake but so that he can aid the airlines and serve the shipping public. Perhaps guaranteed or minimum breaks, or some kind of

preferential rates, or joint rate agreements represents an answer. These are matters which the industry, through the Association, will continue to explore; and we offer our commitment that in this search for answers we will consider not only our own self-interest but that of the airlines and shipping public as well."

Haffer concluded by asking the airlines and other elements of the air freight industry to join with the forwarders in a common effort to "conquer the present and prepare for the future."

• • •

PROFESSION OF TRAFFIC MANAGEMENT

(Continued from Page 19)

It is in the area of cooperative services that the orbit of traffic management is continuously expanding. There seems no limit to the services which a traffic department can perform for other groups. Each new cooperative function results in increased savings or improved service.

Cooperative functions have three significant characteristics:

► They relate to transportation considerations, but are only indirectly concerned with the daily movement of freight.

► They involve serving in an advisory and service capacity for groups outside the department.

► Their varied scope.

The traffic departments participate in planning everything from production to sales policies. This feature may not seem at all unusual to traffic men who have been performing cooperative duties for many years. Nevertheless, even experienced members of the traffic profession are sometimes astonished at the breadth of traffic activities in some firms.

The one cardinal principle of effective traffic administration is combined operations. It is impossible to place other firm activities aloof from problems of transportation, or vice versa. The successful company today is one in which all departments work together as an integrated team.

We are all salesmen. We feel that all departments, including traffic, make up the team behind the salesman. When the salesman closes an order, it is our responsibility to complete the distribution cycle—quickly and economically.

It is a major responsibility of the traffic department to intelligently use carrier facilities. Traffic can also assist carriers by not making unreasonable demands. We know the service the carriers can render and do not make unfair requests from them. Because of this, they meet us in a spirit of cooperation when problems arise.

We do not encourage freight rates that are not compensatory to the carriers, as we feel this constitutes a destructive practice, which would eventually be injurious to our own business as well as to the industry as a whole.

For numerous business firms today the field of traffic services performed in cooperation with customers is virtually untouched. In one sense, traffic is the final contact between the customers and the company. Thus the service provided by the traffic department leaves lasting impressions on the customer.

There are various ways in which a traffic department can develop a reputation for providing personalized customer service. Traffic must be certain that it is sympathetic toward the desires of buyers as well as the interests of its own firm. Thus, some traffic departments provide customers with routing, classification, carrier selection, etc., even though the terms of sale are such that the customer pays the freight bill. Other departments send out educational booklets on the services they can supply buyers.

Each small service builds good will. As competition intensifies, customer good will may well be a firm's most valuable asset. One of the major objectives of a good traffic department is to develop strong bonds with buyers by providing them with every cooperative service feasible.

Traffic departments must cooperate with each other for the common good. Mutual problems within an industry can best be solved by united effort. Concern with various carrier and regulatory actions is most effective when expressed by an organized group.

Organizations such as the American Society of Traffic and Transportation and the National Industrial Traffic League are efforts to provide cooperation on a national level.

The future of traffic management lies in the cooperation functions. There will be sizeable rewards for the company which fosters the performance of these traffic duties. In many cases, top management and other departments do not fully recognize the potential returns to be gained by cooperating more completely with their traffic departments. Unfortunately there are still some traffic managers who lack the skill and ingenuity to assist their business colleagues, carriers, and customers. Whatever the reason, there is much to be accomplished in the cooperative sector of traffic's job. In the words of a traffic manager:

"A traffic department is a service organization. It can aid in sales, create new sales territories, and generally aid in the overall functions of management, production, and sales."

Although effective traffic management provides handsome tangible receipts, most traffic men agree that immeasurable cooperative services are becoming the most vital facet of their work. They firmly believe that traffic's future lies in this area. Improving customer good will, facilitating plant location, or expanding markets are more important than operating the shipping room.

Although traffic has a wide variety of positions in the firm, there is one rule which can be applied by all companies in locating their traffic departments. The traffic manager should have sufficient flexibility, authority, and prestige to carry out his objectives adequately.



If he is placed on a low rung of the company ladder, his decisions will be continually countermanded by higher ranking departments whose intentions conflict with traffic's. Genuine control of the transportation bill becomes impossible. Performance of cooperative services is limited if department heads have little interest in such services.

A number of factors influence traffic's location in the firm. These vary from company to company, so it is difficult to state unequivocally where the traffic department should be placed. The complexity of a company's products and the relative size of its transportation bill are two important factors. A third one is top management's knowledge and recognition of the value of adequate traffic management.

Another very significant factor affect-

ing traffic's location seems to be the ability of the traffic manager. Where he has the capacity to perform a wide variety of the cooperative services, the traffic manager probably will assume an important role in general policy determination.

Management must be kept informed if we are to accomplish the things our training and hearts tell us need be accomplished. There is little doubt that reporting to management is one of the more important phases of traffic management. There is little doubt, also, that it is often the most neglected.



The need is apparent. The type of report, frequency of issue, style and content, etc., must be dictated by the operation. To be effective, however, all such reports should:

1. Be directed to the proper management level.

2. Be properly executed.

If management understands the importance of traffic management in its relation to other aspects of the business, the traffic head will be asked to report to the proper management level. Management also must be aware of the need for a changing transportation system to meet changing transport conditions.

The kind of reporting done must be determined, in part, by the traffic man's place in the management structure.

What do we report?

My company expects its traffic department to keep itself informed, and in turn keep management informed, of any changes in rates, services, legislation or transportation economics which might influence either day-to-day operations or long-range policy decisions. How do we keep informed? By reading approximately 20 daily or weekly publications, releases of trade organizations, etc. By maintaining memberships in organizations such as Traffic Association and others, and by personal contacts with transportation people all over the land. It is our job to know people in transportation and I never miss an opportunity to visit with railroad, motor carrier or industrial traffic men. I don't expect to pick out of them specific information; I do expect to learn how they are thinking about matters of general interest. This is not difficult for traffic men never talk anything but traffic.

About what should we inform management? The day-to-day information might include changes in rates which make it less expensive to serve an area



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from a plant other than one now serving it; such a change might affect production schedules, the level of personnel, the purchase of supplies. Long-range policy decisions may be affected by our reports to management on possible changes in any phase of our work.

I am most interested in the education and training of our young people in traffic. I feel, however, that while we are doing a good job of teaching the technicalities we are losing sight of an important facet that each instructor must impart to his students. In industrial traffic this facet is most important.

Have you ever noted that the familiar term, *Traffic Management*, is made up of two words? The first word, *traffic*, connotes action and movement. The second word, *management*, implies direction and responsibility. A traffic manager not only manages traffic for employer; he also manages the traffic department. He has quite a few general responsibilities. He has a responsibility first to his employer. He must be just and fair to the employees entrusted to his direction. He owes a responsibility to his profession to conduct

himself in an ethical manner—and, the often overlooked responsibility, the one he owes to the transportation industry.

It has lately occurred to me that in the training and development of new personnel, both in our office and in the classroom, we overlook the management angle of our profession. The young person should be taught how his company would like him to conduct himself as their representative. He should also be apprised of company policy regarding those phases with which he will be involved.

First of all, our student must understand that his company must receive the best possible return on its transportation dollar. With this premise in mind, he must also remember that he cannot take advantage of transportation agencies, because only financially sound carriers can give him the service it is his duty to demand.

He will find as he develops, that the hardest of all his tasks will be the handling of personnel. The members of his department must be treated fairly and justly. Not only human decency dictates this, but his company will demand it. Only as a well-trained team



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can a department attain that position it deserves. The ability to like and get along with people, all people, in and out of the company, is a good traffic man's best asset.

Our young man must be taught that top management reserves the right to make decisions in the final analysis,

and that it is his responsibility to see that they are carried out with dispatch, even if he is in disagreement with them.

A broad knowledge of all the facets of traffic management is desirable and mandatory for the successful handling of the position; but, the mere knowledge as to which tariff contains which rate is not enough to justify a top position on the payroll. A good manager is a good leader, and good leadership leads eventually to progress and prosperity for all concerned.

Finally, the man who knows how will always have a job; the man who also knows why will always be his boss. As to methods, there may be a million and then some, but principles are few. The man who grasps principles can successfully select his own methods.

The man who tries methods, ignoring principles, is sure to have trouble. • • •

SOME COMMENTS ON STURGEON ARTICLE

(Continued from Page 19)

that too many firms "still relegate traffic to a routine clerical role." These companies have found themselves faced with "intensified competition and buyers' markets," he points out, and "are beginning to wonder why their delivered prices are higher than those of their competitors."

We must return to the same theme: that painstaking analysis of the all-over conditions of distribution, of which the transportation charge is only one (but very important) part, will produce the true story of costs. Total or partial distribution by air may be the answer; then again, possibly not. But we maintain that it is one of the functions of traffic management to study both sides of the transportation picture in order to provide business management with the materials on which a future policy-making decision can be made. We have no doubt Mr. Sturgeon agrees. We presume he had this in mind when he listed the *intelligent use of carrier facilities* as a major responsibility of the traffic department.

Mr. Sturgeon is keen on service. Rightly so. Note that he does not encourage freight rates that are not compensatory to the carriers. Why? Because, in his opinion, it "constitutes a

destructive practice, which would eventually be injurious to our own business as well as to the industry as a whole."

A comparison of the latter statement with his earlier one to the effect that "a dollar saved on freight costs may return more than a dollar of profit" is not the contradiction one might believe it to be at first blush. Experience has taught Mr. Sturgeon that bone-deep cut rates allow no margin for quality service—and it is the latter which often makes the difference between a good and substandard operation. A bad operation, however cheaply purchased, is the road to failure, not success.

The swelling statistics of domestic and international air cargo indicate with certainty that this form of transportation steadily is winning more adherents. The traffic manager who fails to make himself knowledgeable in *all* forms of transportation—and we don't mean just rates alone—is short-changing his company as well as his own career.

Air is not the answer to all things. Nor is rail or sea or truck. Together they form a whole. The traffic man who doesn't understand that will not last long. • • •

UNITIZED AIR SHIPMENTS

(Continued from Page 22)

converted piston-type passenger aircraft. Where these routes are paralleled by passenger operations, much freight of average size is carried in the freight holds of passenger aircraft. In fact, the introduction of jet passenger air-

craft has provided the greatest single percentage increase in freight airlift capacity yet experienced.

"It follows that the commercial air freight industry is confronted with the operation of a multiplicity of aircraft

types. If the experience gained in the passenger business is taken as an indicator, this condition will continue for many years to come. Efficient turbine-powered airfreighters, although in general use within the military establishment, have yet to be applied to commercial operations. It is essential, therefore, that the airborne components of any air freight handling system be made compatible with both contemporary and future aircraft if the greatest economic gain is to be realized from their use.

"As the Jet Age progresses, the urgent need for airport facilities and terminal buildings has been spotlighted. In the rush to complete new passenger terminals, cities around the world have been slow to recognize the need for modern air freight terminals. Consequently, air freight terminal expansion is lagging well behind the pace required to meet today's expanding market.

"The facilities that are available vary greatly in size and efficiency. All are dependent on the truck as used by the trucker, the freight forwarder, and the individual customer, for support. Terminal and airborne components of an air freight handling system must therefore be selected with care to utilize, wherever possible, trucking material handling practices and standards and to be compatible with both high and low volume operations, a necessity in an expanding market."

As Fuller sees it, it is unnecessary to allocate large sums of money for the building of cargo terminals and for the modification of aircraft. A small, unitizing terminal, with loading docks at one side, will perform satisfactorily, he said. He recommended an elevator stacking device which would accommo-



date freight after it had been unloaded and sorted. The elevator maintains stacks on a pallet at a convenient working level, and serves as a size template for the unitized shipment which then is borne to the aircraft by cart or fork lift.

By this method, the Lockheed expert stated, the 23 minutes normally required to load 7,500 pounds of assorted shipments can be reduced to only four minutes, or nearly one-fourth the former time. Consignments would be consolidated into special cargo units, designed specifically for the various types

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of aircraft now in operation and sized to general transport standards.

As for larger terminal operations, Fuller recommended various degrees of mechanization. He projected the required capacity of a terminal in the busiest domestic city in 1961 as follows:

720,000 pounds per day freight movement.

45,000 pounds per hour during an eight-hour peak.

Waybills to 20 destinations.

For such an operation he proposed a tow conveyor design, employing a self-powered rail conveyor for the movement of consolidated freight from the terminal to the plane. He emphasized that it will service the end-loading and swingtail configurations of the new families of freighters.

Within each plane would be an easily installed standard-gauge common to aircraft and compatible with the cargo units. The common rail system provides for the interchange of all pallets —within the limitation of aircraft door size—between all types of planes. Pallets with unusual load requirements can, through the employment of movable stops, be relocated on any five-inch increment along the rails.

To compare the new system with prevailing methods, Fuller studied the savings of unitization with a hypothetical cargo airline operating over a 13,575-mile route network connecting Boston, New York, Detroit, Chicago, and Los Angeles. Its Lockheed 1649 *Constellations* haul 272 tons daily. Fuller found the following results:

Manually loaded		Unitized
		Loading-Unloading
15 tons	Weight	15 tons
8 men	load crew	6 men
2:34 hours	Loading-unloading cycle	58 minutes
50 pounds	Average per man per minute	172 pounds
	Record of 31 Flights	
14	Number of aircraft	13
40,134	Miles flown	40,082
132,32	Hours flown	131.50
9.46	Daily utilization (hours)	10.14

Fuller estimates that unitization almost halves costs per month. The savings, he said, add up to \$1,110 per day, or \$288,600 annually. Over a period of 10 years, additional savings of \$230,000 are realized by the elimination of one *Constellation*.

What are the overall effects of unitization on costs? Fuller supplied the hefty figure of \$528,000 per year saved on labor and aircraft. Some \$63,000 may be deducted from the estimated savings for depreciation of unitization equipment. All in all—including the small limitation on payload imposed by unitization—the Lockheed executive estimated a reduction of from $\frac{1}{4}$ ¢ to $\frac{1}{3}$ ¢ per ton-mile.

HAVE YOU ANALYZED YOUR SHIPPING COSTS?

Based on an actual case history provided by Allied Air Freight, Inc.

Commodity: Millinery

Origin: San Juan, Puerto Rico

Destination: New York, N. Y.



"Ship my products by steamer?" says Mr. X, a millinery manufacturer in Puerto Rico, rather aghast at the suggestion. "Not on your life. I'd have rocks in my head if I did . . .

surface \$61.80
air - 1.10
\$60.70 savings

"Take that 11-carton consignment of Spring bonnets over there. The shipment weighs 347 pounds* and is valued at \$1,091. The cartons cost a dime apiece—\$1.10 altogether. Had I packed it in a regular export crate for sea transport, crating—figured at 60¢ per cubic foot for 103 cubic feet—would have cost \$61.80 . . .

surface \$10.91
air - 1.65 \$69.96
\$9.26 \$60.70, savings

"Insurance costs, you say? At 15¢ per \$100 valuation, the air charge is \$1.65. Marine insurance is rated at 1% of the valuation, which comes out to \$10.91 . . .

surface \$11.00
air - 6.08 \$74.88
\$4.92 \$69.96, savings

"There's trucking at origin and destination. In San Juan the air shipment is trucked to the airport for \$2.61, while the heavier sea shipment costs \$5.00. And at New York, midtown delivery from Idlewild costs \$3.47, while trucking from the pier demands \$6.00 . . .

surface \$6.00
air - 1.00 \$79.88
\$5.00 \$74.88, savings

"The forwarder who handles the air shipment charges \$1.00 for processing and documentation. He'd have had to charge me six times as much if I shipped the hats by sea . . .

surface \$56.65
air - 50.32
\$6.33 \$86.21 savings
~~\$79.88, savings~~

"Now for actual transportation costs. At 14.5¢ per pound, the air charge is \$50.32. By sea—at 55¢ per cubic foot—it's \$56.65. As I've told you, I'd need rocks in my head to ship any way but air."

Editor's Note: This shipper is averaging 14,000 pounds per month, San Juan to New York. Apart from the other major benefits of air cargo—speed to market, faster turnover of merchandise and capital, lower inventory, drastically reduced warehousing, full exploitation of sales seasons, etc.—he is saving for his customers (to whom these charges normally are passed along) some \$1,725 per month.*

*Weight is based on the converted cube element.

ACTIONS ON CARRIERS

Mexicana—Permit amended to add Dallas and Fort Worth as coterminous points on the carrier's route between the terminal point Mexico City and the coterminous point Chicago, via intermediate points in Mexico; route to San Antonio modified to authorize service between the coterminous points Mexico City and Monterrey, and the terminal point San Antonio, in accordance with the route descriptions in the currently effective Air Transport Agreement between the United States and Mexico.

West Coast Airlines—Renewal granted, for an indefinite period, of the authority to serve the intermediate points Burley-Rupert, Idaho; Baker, Ore.; and Ontario, Ore.-Fayette, Idaho.

Aeronaves de Mexico—Foreign air carrier permit amended, authorizing Aeronaves to carry persons, freight and mail between (a) Mexico City, Washington, D. C., and New York; (b) Mazatlan, Torreon, and Monterrey, Mexico, and San Antonio, Texas, via intermediate points in Mexico; and (c) Hermosillo, Mexico, and Tucson, Arizona, via intermediate points in Mexico. Action on authority to serve beyond New York has been deferred.

Eagle Airways (Bahamas) Ltd.—Foreign air carrier permit amended to authorize operations between a point or points in the Bahama Islands, the intermediate point Havana, and the coterminous points Miami, Palm Beach, Fort Lauderdale, and Tampa.

Tasman Empire Airways—Temporary foreign air carrier permit authorizing Tasman to operate between a point or points in New Zealand, the intermediate points Fiji Islands, American Samoa, and the Cook Islands, and the terminal point Tahiti, Society Islands; and to operate off-route charter trips. Terminating period is June 30, 1961.

Aerovias Condor de Colombia—Foreign air carrier permit issued authorizing transport operations between a point or points in Colombia and the terminal point Miami; and off-route charter trips.

TWA HITS CARGO SUBSIDIES

Trans World Airlines, in a brief to the Civil Aeronautics Board, took a strong stand against granting Government subsidies to all-cargo airlines. It also attacked a proposal by American Airlines to haul mail, freight, and express over its system without regard to linear route descriptions and restrictions. This would enable American to serve markets for which it has no route authority, TWA said.

TWA asserted that the all-cargo airline experiment has been unsuccessful, with these carriers grinding to a near-halt. It declared that the experiment should be discontinued, pointing out that it has been carried out at the expense of the taxpayer, with the cargo airlines duplicating the service provided by the passenger-cargo carriers. The airline's brief stated that the Board "is faced with the choice of continuing an unsuccessful experiment at the cost of substantial Federal subsidy, or of encouraging sound development of the air freight business by the existing all-purpose carriers without the threat of excessive and subsidized competition."

According to TWA, the cargo carriers now seeking subsidy are under no delusions as to the status of their authorizations from the Board, in that they were originally granted temporary certificates for

the carriage of air freight as an "experiment," in order to give "stability to their operations over a fair trial period." The Board had forewarned the all-cargo carriers that if their operations could not be economically conducted without mail pay, one of the basic reasons underlying its award would have disappeared, TWA pointed out.

A continuing series of Board assistance actions commencing with the granting of exemptions authorizing the cargo airlines to carry first-class and other non-preferential mail was prompted by the latter's distress, TWA stated. The brief said the Board not only granted expanded operating rights, but alternately reduced and increased rates for the benefit of all-cargo operators; refused to provide subsidy for losses of TWA and other all-purpose carriers in their all-cargo operation, and also permitted all-cargo carriers to suspend unprofitable services to ease their alleged financial strain.

TWA further told the Board that the original one-year trial period for carrying mail on a non-subsidy basis has expanded to five. However, it went on to say, even during this extended period only a negligible amount of mail has been accommodated by the all-cargo airlines.

It maintained that the Flying Tiger Line has managed to continue in existence largely because of substantial outside freight activities. While the Flying Tigers alone are not demanding subsidy at this time, TWA claimed that the cargo line's application for a permanent certificate as well as its expansion of service proposal, is without justification.

TWA adopted the position that growth of air freight has not been retarded by lack of lift. It stressed the point that the present domestic cargo space far exceeds the needs of the shipping public.

ROUTE CHANGES ALONG SOUTH

The certificates of five domestic air carriers operating along the southern tier of states have been amended to effect vast changes in the route pattern. A decision by the Civil Aeronautics Board in the Southern Transcontinental Service Case brought the following revisions:

"National Airlines' certificate for Route 39 amended by (1) renewing, for an indefinite period, the carrier's authority between New Orleans and Houston; (2) adding St. Petersburg-Clearwater as an intermediate point on Route 39; (3) extending Route 39 (a) beyond Houston to the coterminous points Los Angeles and Long Beach, Calif., via San Diego, Calif., and (b) beyond Houston to the coterminous points San Francisco and Oakland, Calif., via Las Vegas, Nev.; (4) including a long-haul restriction on flights between Houston, on the one hand, and San Diego, Los Angeles, or Long Beach, on the other hand; and (5) adding a closed-door restriction on service between Las Vegas and San Francisco or Oakland.

"Delta Air Lines' certificate for Route 24 amended by (1) adding Jacksonville, Fla., as an intermediate point and Orlando as a terminal point on Route 24; (2) extending Route 24 (a) beyond Fort Worth, Tex., to the coterminous points Los Angeles and Long Beach, Calif., via San Diego, Calif., and (b) beyond Fort Worth, Tex., to the coterminous points San Francisco and Oakland, Calif., via Las Vegas, Nev.; (3) adding a long-haul restriction on flights between Dallas or Fort Worth, Tex., on the one hand, and any California point, on the other hand; and (4) including a closed-door restriction on service

between Las Vegas and San Francisco or Oakland, and a prohibition against single-plane service between Miami/Tampa and points west of Fort Worth.

"Continental Air Lines' certificate for Route 29 amended by (1) adding a new segment to Route 29 between the terminal point Houston, Tex., and the coterminous points Los Angeles and Long Beach, Calif., via San Antonio and El Paso, Tex., and Tucson and Phoenix, Ariz.; and (2) including a prohibition against single-plane service between Los Angeles or Long Beach, on the one hand, and Dallas or Fort Worth, on the other hand.

"American Airlines' certificate for Route 4 amended by adding a new segment between the terminal point Houston, Tex., the intermediate points San Antonio and El Paso, Tex., Tucson and Phoenix, Ariz., and (a) beyond Phoenix, Ariz., the coterminous points San Francisco and Oakland, Calif., and (b) beyond Phoenix, Ariz., the intermediate point San Diego, Calif., and the coterminous points Los Angeles and Long Beach, Calif., subject to conditions (a) prohibiting turnaround service over the new segment between Texas points, and (b) requiring at least one intermediate point stop on all flights between Houston, on the one hand, and any California point, on the other hand.

"Eastern Air Lines' certificate for Route 10 amended by adding a new segment between the coterminous points Miami and Fort Lauderdale, Fla., the intermediate points St. Petersburg-Clearwater and Tampa, Fla., New Orleans, La., and Dallas, Tex., and the terminal point Fort Worth, Tex., subject to conditions prohibiting (a) turnaround service over the new segment between New Orleans, on the one hand, and Miami, Fort Lauderdale, Tampa, St. Petersburg-Clearwater, Dallas, or Fort Worth, on the other hand, and (b) single-plane service between Atlanta and Dallas or Fort Worth, or between Florida points and Houston via the new segment.

"Board approval of interchange agreements between (1) Continental and American; (2) Delta and American; (3) National, Delta, and American; and (4) Braniff and TWA terminated."

DISMISSALS

Riddle Airlines—Application proposing all-cargo service at Nashville, Tenn. (Docket 7830), was dismissed after no objections were filed.

Pan American World Airways—Last September the airline filed an application for approval of a change in its approved service plan relating to transpacific operations. By letter dated March 13, 1961, Pan Am requested that the application be withdrawn. The Board accordingly dismissed it.

PERMITS CANCELLED

Cinta—The Chilean air carrier, which ceased operations to the United States on April 29, 1959, and whose authority to operate to this country has been revoked by the Government of Chile, has lost its foreign air carrier permit.

TACA de Colombia—In view of the Colombian Government's cancellation of TACA for the Bogota-Jamaica-Cuba-Miami route, with such designation turned over to Lineas Aereas Nacionales, S. A., the CAB has dropped TACA's foreign air carrier permit. No operations have been conducted by TACA over its routes during the past several years.

SERVICE SUSPENSION

Delta Air Lines—The Board has granted suspension of service at Ciudad Trujillo, Dominican Republic, an intermediate point on Delta's Route 114, until April 1, 1963.

NEW CAB PROCEDURES

The Civil Aeronautics Board announced that it has adopted procedures designed to assure greater personal participation by the individual members of the Board in the preparation and issuance of its opinions in formal hearing cases. Until now, the general practice in such proceedings has been for the Opinion Writing Division, Office of General Counsel, to prepare, in accordance with the Board's instructions, a draft of proposed opinion and to submit it to the Board for the consideration of all members concurrently.

Under the new procedures, cases ready for decision will as a general practice be assigned by the chairman to individual members of the Board, including himself. All will be responsible for preparation of the Board's opinion and its submission to the Board for approval. Opinions will be issued in the name of the member responsible for their preparation, with the concurrence of other members noted therein. As in the past, dissenting opinions and separate concurring opinions, if any, will be appended to the majority decision. The new procedures will not be put into effect with respect to cases that have already been submitted to the Board for decision.

LAA APPLIES

Los Angeles Airways is seeking to inaugurate helicopter service in the San Francisco Bay area, connecting San Francisco International Airport with downtown San Francisco, the Oakland International Airport, downtown Oakland, and other cities within a 100-mile radius of the airport in Oakland. An application has been filed with the Civil Aeronautics Board.

FORWARDERS

W&W-YALE AGREEMENT

Wings and Wheels Express, Inc., a major domestic air freight forwarder, and Yale Express System, Inc., a big motor carrier, have joined in a cooperative deal which is aimed at adding speed to present air freight delivery services. Announcement of the working arrangement between both entities was made by W&W president, Edward L. Richter, and Yale president, Gerald W. Eskow.

Dangling before the eyes of New England and Middle Atlantic shippers and buyers is the promise of reducing delivery time by one full day, affecting 38 markets throughout the country which are served by W&W.

Yale is bringing into play the high-speed electronic tabulating and manifest printing equipment at its Nationwide Packing Division in New York to produce simultaneously a consolidation manifest and a W&W waybill. This procedure, it was pointed out, will eliminate delays at New York International, La Guardia, and Newark Airports. According to Eskow, over 500 consolidation manifests and rated freight bills can be processed in 15 minutes. This enables Nationwide to remain open until 8:30 p.m. for the acceptance of air shipments routed via W&W. He emphasized that New York garment ship-



Shown going over the final details of the new cooperative arrangement between Wings & Wheels Express, Inc. and Yale Express System, Inc., are Edward L. Richter (left), president of W&W, and Gerald W. Eskow, president of Yale. Deal will add speed to air deliveries.

pers will be able to send their consignments as late as 6 p.m. with the certainty that they will be consolidated and air-lifted out of New York the same night.

Another phase of the W&W-Yale agreement is the utilization of Yale's 1,100 trucks, most of which were described as radio-equipped; they will be available for W&W pickups and deliveries in New England and Middle Atlantic areas. In these areas, the air freight forwarding firm likewise operates a fleet of radio-equipped trucks, though considerably smaller in number. A third deal is a shuttle service between the trucker's Twelfth Avenue terminal in New York and the airports of the area, connecting Yale and W&W as individual common carriers. Shipments moving via both carriers will be rated and billed by each carrier but at accelerated speed.

Because the stepped-up pace of operations and added efficiency as a result of electronic processing will enable the forwarding firm to handle greater volume, W&W has filed with the Civil Aeronautics Board reduced rates on department store merchandise from New York to Chicago, Dallas, Los Angeles, and San Francisco.

AIRBORNE AGENCY NAMED

John D. McPherson, president of Airborne Freight Corp., has announced the appointment of Australian Forwarding Agency Party, Ltd. of Sydney, Brisbane, Melbourne, and Hobart, as general agent for Airborne for all Australia. Headed by J. M. Dillon, Airborne's agent will handle all Australian traffic for the American forwarding company. Established in 1949, Australian Forwarding also maintains offices in Europe, and is a licensed customs and shipping agent in the Commonwealth. Dillon, president of Australian Forwarding, is the president of the Customs Agents Association of New South Wales, and is active in the effort to further United States-Australia trade. McPherson

said that "through this new arrangement, Australian Forwarding will receive shipments to any point in Australia, break bulk, accomplish necessary customs work, and forward to final destination."

This represents the fourth new area opened by Airborne this year. Others recently opened were in Stuttgart and Hamburg, Germany, and in Hong Kong. It is reported that additional new facilities will be operated during the year, both in Europe and the United States.

BECK HAILS BOARD

The action of the Civil Aeronautics Board in putting down the threat of an air cargo rate war on the North Atlantic won the open plaudits of Alvin B. Beck, president of Air Express International. CAB pressure, which in the main was responsible for a third cargo meeting of North Atlantic air carriers set for May 1, was termed by Beck "history-making and inspiring to the whole air freight industry."

"For the first time we have a Board that is aggressive-thinking, responsive, and quick to action," he said. "The Board members have defined in clear-cut terms precisely what they want to see in the way of a rate structure, and they are saying so out loud. The Board is to be congratulated on its astuteness in a situation which well could have spelled disaster in North Atlantic air trade."

Beck added that he did not expect "miracles to result from the new cargo conference," but felt that a compromise rate structure may turn out to be beneficial.

TRANS-AIR EXPANDS

With branch offices newly opened in Chicago and Miami, Trans-Air System is enlarging its headquarters facilities at New York International Airport by some 200%. Ted Arisohn, president, announced. He further reported that the company is

planning the opening of a West Coast office. The location of the latter was not revealed. Trans-Air, one of the larger international air freight forwarding firms in the United States, anticipates volume in 1961 to top \$2 million.

MEDALLION SYSTEM GROWS

Norman Barnett, president of Barnett International, reported that the firm's Medallion Air Freight System has expanded to include a total of 20 overseas freight forwarding organizations. He further announced that the applications of three additional companies are under review. Medallion is a widespread cooperative organization, the brainchild of Barnett, which finds all the member firms working in unison to develop international air freight traffic. Working under a common banner, these companies have formed a unified sales and promotion effort. They convene in Europe on an annual basis, but have regional meetings at more frequent intervals.

GLADISH RESIGNS

Stephen Gladish, vice president and general manager of Frank P. Dow, Inc., Seattle, has resigned. Gladish became associated with Dow 23 years ago when he took over the management of Dow's newly opened Chicago office. He also has worked in the firm's Los Angeles and New York offices. He came to Seattle in 1955, and was named vice president and general manager at that time.

JAEGER ON TOUR

Dr. E. P. Jaeger, vice president-air freight of Panalpina World Transport



Jaeger
Globe-trotting

Ltd., Zurich, Switzerland, is making a wide swing of Western Europe, South America, the United States, and Canada. Jaeger, who formerly headed up Swissair's cargo system as general manager of freight and mail, is sparking Panalpina's world-wide air freight effort, visiting company offices and subsidiaries and calling on key accounts along the way. The forwarding executive paused long enough in his country-hopping to indicate that big things are in store for his organization in the way of air traffic.

AIRPORTS

PUERTO RICO

Rafael Durand Manzanal, executive director of the Puerto Rico Ports Authority, reports that during the calendar year 1960, a total of 46,776,279 pounds of cargo was moved, in contrast to 46,369,690 pounds in 1959.

DETROIT

The Greater Detroit Board of Commerce reported a total of 104,088,583 pounds of cargo handled in 1960 at the Detroit Willow Run and Detroit Metropolitan-Wayne County Airports by the scheduled domestic airlines. This was the best year since 1957 when 112,244,264 pounds were handled. Detroit's best air cargo year was in

15 YEARS MARKED



John C. Emery, Jr. (left), vice president-sales of Emery Air Freight Corporation, is shown presenting to John C. Emery, Sr. a silver bowl commemorating the air freight forwarding company's fifteenth birthday. Presentation was on behalf of Emery's employees and directors. During the firm's first year, it handled 50 tons of air freight. By the end of 1960, annual tonnage processed had gone beyond the 24,000-mark.

1956 (121,804,745 pounds). The 1960 traffic was divided as follows: inbound, 49,538,841 pounds; outbound, 54,549,742 pounds.

NEW YORK

New York International Airport has been selected by the American Society of Civil Engineers for its 1961 award as the Outstanding Civil Engineering Achievement of the Year.

ZURICH

A new air freight and mail building, designed to meet all Jet Age requirements, has been commissioned at Zurich Airport.

ETHIOPIA

Five major and 22 minor airports in Ethiopia will be constructed or approved with the assistance of a \$19.5 million United States Government loan.

GROUND SERVICES

AA ADDS TO TRUCKAIR

E. C. Taylor, American Airlines' vice president-cargo sales and service, recently announced the addition of 109 cities and seven major motor carriers to its Truckair service. This is a combination road-and-air service offered to shippers by the coast-to-coast airline. Taylor said that 40 trucking firms now give American links to 193 communities in the United States.

New features of Truckair are joint general commodity rates applicable to movement in both directions between all points, the addition of most of the major military bases, adoption of a method of weight breaks similar to the one used by motor carriers, and simplified rates for under-100-pound shipments. Other advantages are a single bill of lading and a single tariff.

LOWER MINIMUMS

Shippers in Baltimore, Washington, New Orleans, and Philadelphia, with more than a single shipment picked up at the same time, have been granted reductions in minimum charges, averaging 33 1/3%. Now in effect is a minimum charge of \$1.00.

Air Cargo, Inc., ground service organization of the scheduled airlines, said that "all the shipments need not be given to the same airline, nor do they all have to be subject to the minimum charge." It pointed out that if a consignor has two shipments picked up at the same time, with one of them a CWT shipment via a specified airline, the minimum charge will be applied to the second shipment moving via another airline.

COMMERCIAL AIRCRAFT

NEW PURCHASES

Boeing—Northwest Orient Airlines has purchased six 720B medium jet airliners, for delivery starting next month. The carrier has an option to purchase an equivalent number. Cost of the first half dozen 720Bs, including spare parts, is \$36,772,000.

Convair—A second 880-M has been bought by Avensa. The jet will be in the service of Viasa, the jointly-owned Venezuelan airline formed to fly the international routes formerly served by Avensa and LAV. Delivery will be made one year from now. The manufacturer reports that to date it has sold a total of 97 jet airliners of all models—880s, 880-Ms, and 990s.

de Havilland—East African Airways has ordered a third Comet 4 jet transport.

Hawker Siddeley—British European Airways has become the second commercial airline purchaser of the AW-650 *Argosy* freighter. It has ordered three aircraft, bringing to a total of 66 the number of *Argosy* aircraft sold to airlines and the military.

SO LONG, OL' PAINT

The last of Northwest Orient Airlines' Douglas DC-4s, one of the most successful transports in aviation history, has been retired. This coincided with the news that NWA had purchased six Boeing 720B jets. Last September the airline retired its Boeing *Stratocruisers*, and in September 1958 it took its last two Douglas DC-3s off NWA routes. The DC-4 first joined the NWA fleet 15 years ago. Now seven are up for sale. Any buyers?

CLUB NEWS

Air Cargo Sales Club of New York: Robert M. Hewitt, president of Riddle Airlines, addressed the club last month, touching on a variety of aspects of the air freight industry.



Hewitt
Addresses group

He pointed out that "it is imperative to find ways and means to develop the air freight industry so that profits in the diversification program of the all-cargo carriers in contract work and the passenger profits of the all-purpose carriers are not necessary to cover the losses of developing air freight." Riddle's president also discussed the AW-650 *Argosy* and the Douglas DC-7F. The airline is committed to purchase a fleet of seven *Argosy* and 10

DC-7F airfreighters, which will cost Ridgle \$25 million.

Women's Traffic Club of New York: The club was hostess to the Eastern States Women's Traffic Conference last month at the Hotel Roosevelt. Guest speaker was Ruth Tegtmeyer, vice president of the Transportation Association of America.

Reading Traffic Club: Newly elected officers: Robert J. Buttery (traffic manager, Carpenter Steel Co.), president; Louis Czebosky (terminal manager, Branch Motor Express), first vice president; Michael Lorsong (commercial agent, Lehigh Valley Railroad), second vice president.

Traffic Club, Greater Providence Chamber of Commerce: The club's second annual Father and Son Sport Night was marked last month in the Elks Auditorium.

Traffic Club of Chicago: W. Lynn Bailes (freight traffic manager, Chesapeake & Ohio Railway), president; Rhodes C. Berrey (vice president-traffic, United States Gypsum Co.), first vice president; Edwin A. Olson (vice president-traffic, Chicago & North Western Railway), second vice president; Harry O. Mathews (general manager-transportation and distribution, Armour & Co.), third vice president; A. D. Dennis (assistant freight traffic manager, Illinois Central Railroad), secretary; Vern C. Trayser (general agent, Central of Georgia Railway), treasurer.

Transportation Club of Springfield, Ill.: Robert D. Innes, director of public relations, Electromotive Division, General Motors Corp., addressed the club on the occasion of its 27th annual dinner.

Women's Traffic Club of Minneapolis: The annual card party was held last month.

Newark Traffic Club: Bryce Rea, Jr., general counsel, Middle Atlantic Conference, addressed the members at their Motor Carriers Night last month.

CONGRATULATIONS

UNITED STATES AIRLINES

American: Charles R. Speers, vice president-advertising, enlarges his responsibilities to take over the office of vice president-traffic administration and development. Replacing Speers in his former post is Thomas J. Ross, Jr., who joins the airline from Lennier & Newell for which advertising agency he served as assistant to the president and headed up a number of key accounts.

Bonanza: Larry Decker, general sales manager, moves up to vice president-traffic and sales of the local service airline. He was with Braniff before joining Bonanza in 1955 . . . Calvin W. Crozier, formerly with United, appointed district sales manager for the Utah area.

Braniff: James M. Davie, with the airline since 1957, named district sales manager in Mexico City.

National: Robert D. Havenstein, well-known cargo personality in New York area, appointed regional manager of the airline's Industrial Information Department which has been established to "assist industries and companies considering a relocation of plant and equipment in Florida." He continues as regional cargo sales manager. Havenstein, who has been with National since 1949, is active in cargo affairs.

Pan American: George Moore, who has been with the airline since 1946 and has served as its New York district cargo sales manager for the past seven years, elevated to the key post of director of the Pan Am World Wide Marketing Service. Replacing him in his former job is Benjamin Atkins who until recently was assistant district sales manager in Miami.

Panagra: Col. Carlos Flores Guerra, manager in Ecuador, recently was awarded the airline's gold emblem for 30 years of service . . . Enrique Opazo, assistant cargo manager in Santiago, Chile, named as having achieved the highest grades in the Basic Cargo Sales Course at Pan Am's East Coast School.

TWA: Jerzy S. Mrozowski appointed senior sales representative in Poland, with headquarters in Warsaw.

Seaboard: A. M. (Tony) Piscatella, former deputy administrator of the American Society of Travel Agents, named director of sales/planning for the cargo airline. Prior to his ASTA connection, he spent 10 years with American Airlines and American Overseas Airlines.

FOREIGN AIRLINES

Air France: Michael M. Pairault succeeds Alfred de Cabrol as San Francisco district manager, the latter moving to Mexico where he will serve the French carrier as local representative. Pairault joined the airline in 1953, served in a number of African posts, and in 1958 was assigned as a special assistant for civil aviation to the office of the French Minister of Public Works and Transportation.

Air-India: Robert F. Auren, until recently senior sales representative for Japan Air Lines in Washington, appointed district sales manager in the nation's capital for the Indian carrier. Raj Mallick, formerly with the New York sales staff, serves as assistant district sales manager in Washington, D. C.

Alitalia: Rinaldo Baietti, with the Italian airline since 1959, appointed Detroit district sales manager. He has been in the travel and transportation fields for 15 years.

Icelandic: Ragnvald D. Hovden named to head up the airline's Chicago office as regional traffic manager.

Lufthansa: Rick Myhrberg, who has been with the German air carrier for over five years, appointed district sales manager at Phoenix.

Mexicana: Angus MacMillan, previously with BOAC and Pan Am, named district sales manager in San Francisco for the Mexican airline.

Varig: Carlos V. Pellerano, United States manager since 1956, promoted to general sales manager, with full responsibility over sales in the United States, Canada, the Caribbean, and the Far East. Headquarters are in New York . . . Eduardo Schoueri moves to Rio de Janeiro to take over the post of assistant to the president.

FORWARDERS-AGENTS

ABC Air Freight Co., Inc.: Carl Cohen, who reportedly has a wide background in the air freight field, appointed manager of the company's new Philadelphia office.

Air Express International Corp.: M. E. A. L. de Jong, internationally known air transportation executive and AEI's manager for Europe, transfers to Tokyo where he takes over the reins as Far East manager. De Jong, who for three decades



Left to right:

Row 1—Decker (Bonanza); Havenstein (NAL).

Row 2—Moore (Pan Am); Piscatella (S&W).

Row 3—Atkins (Pan Am); de Jong (AEI).

Row 4—Weenen (AEI); Diddy (ACI).

was identified with KLM and its subsidiary, KNILM, joined AEI in December 1958. He spent more than 25 years in various Far East posts and is extremely familiar with that part of the world. De Jong replaces George N. Weenen who returns to the home office in New York to work on a special assignment. Prior to his appointment as Far East manager, Weenen served the firm as district manager in a number of cities.

Airborne Freight Corp.: Samuel Plon, a licensed customs broker, joins the firm's International Division in Los Angeles, and will hold the title of vice president of one of Airborne's subsidiary companies. He will specialize in the customs clearance of imports and exports.

Allied Air Freight, Inc.: Hector Ser-

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rano assumes the post of general manager-sales in Puerto Rico for Allied Air Freight, Allied Air Freight International, and Allied Marine. Walter De Castro moves into the position of general manager-operations there.

General Air Freight, Inc.: Sidney Weintraub, formerly associated with American Shippers, Inc., Jet Air Freight, and Abbott Air Freight, joins the company as regional vice president with offices at Chicago's Midway Airport.

REA Express: Joseph G. Feeney, former administrative assistant for legislation to President Truman, named vice president, heading the Washington offices of REA's Executive Department. John F. Mahon appointed assistant director of the Market Research Division. He has been with REA since 1955 when he joined the New York sales force. Harry J. Kelleher, with REA since 1943, appointed air express sales manager for the Southern Region with headquarters in Atlanta. In his previous post he served the firm as government traffic representative.

Milton Snedeker Corp.: Lloyd Snedeker, a director of the company and active in its operations since 1939, succeeds his father, the late Milton Snedeker, as president.

INDUSTRIAL TRAFFIC

Lane Bryant, Inc.: Samuel Steier,

traffic manager, was honored at a luncheon in New York on the occasion of his 25 years of service. He was presented with a gold watch.

Pepperidge Farm, Inc.: Ronald L. Willey, formerly traffic manager of the New York Shipbuilding Corp., appointed traffic manager of Pepperidge's Central Division in Downingtown, Pa.

United Aircraft Corp.: F. Byrne Stoddard, who has been in the industrial traffic management field in Southern Connecticut since 1940, named traffic supervisor of the Norden Division of United Aircraft.

Swift & Co.: Paul V. Mulvaney appointed traffic manager at the packing plant at National Stock Yards. Ernest V. Harness moves into the same post at the Kansas City, Kan., packing plant.

Johnson's Wax: Charles A. Hoppe succeeds Herbert J. Bowman, retired, as general traffic manager.

McCall Corp.: Lowell E. Brumbaugh succeeds Frank F. Kothman as traffic manager. Kothman takes over the post of manager of distribution.

Motor Wheel Corp.: George J. Bleibrey appointed director of traffic and transportation.

Fisher Body Division, General Motors Corp.: William T. Wickering appointed plant traffic manager at the Willow Run plant.

Kaiser Gypsum Co.: Loren D. Olsen

named assistant traffic manager at Oakland, Calif.

EQUIPMENT MANUFACTURERS

Hyster Co.: Glenn Herz and James L. Woodley elected vice presidents. Herz will be in charge of engineering; Woodley, in charge of manufacturing.

Industrial Truck Division, Clark Equipment Co.: C. W. Bent named product sales manager of attachments and container handling equipment.

ORGANIZATIONS

Air Cargo, Inc.: Paul A. Diddy, who for 15 years was associated with Capital Airlines as district sales manager at Chicago and at New York, and for two years in a similar post at Akron-Canton and Youngstown, appointed director of air truck service for Air Cargo, Inc.

International Civil Aviation Organization: H. E. Pujade, a member of the ICAO Secretariat since 1947, appointed representative for South America with headquarters in Lima.

GOVERNMENT

Civil Aeronautics Board: Joseph B. Goldman appointed deputy general counsel, and Robert L. Park as associate general counsel, Opinion Writing Division. David W. Bluestone named to the Office of Planning.

NEW EQUIPMENT FOR THE *Shipper & Carrier*



A 24 volt, narrow-aisle Model MN Aisle-Master truck, Hydrafork style, equipped with a Tri-Lift mast assembly and tilting forks enabling speedy operation in narrow aisles and extra high stacking of loads is offered by Lewis-Shepard Products Inc. The Tri-Lift mast design allows loads to be lifted to ceiling heights from narrow aisles for maximum storage accommodation, it was stated. Additionally, the tilting feature of the Hydraforks enables loads



BOOKS

Captain John M. Foster, Marine fighter pilot, tells an exciting personal adventure story in *Hell in the Heavens* (G. P. Putnam's Sons; 320 pages; \$4.95). A member of the Flying Leagues which helped to write combat history in the South Pacific, Foster moves swiftly from one hazardous mission to another, each breathing its own special excitement. He writes about the men he knew, including the glamor boys who made the headlines, and provides some insight into their true characters. On Pappy Boyington, the Black Sheep, he comments: "None of them got to know the deep, inner man." An absorbing true story.

We commend to you the book, *Physical Distribution Management* (Macmillan Co.; 283 pages; \$8.00). The work of Edward W. Smykay, Donald J. Bowersox, and Frank H. Mossman, this excellent volume fills the bill for all executives concerned with marketing and supply. It probes deep into the problems of physical distribution, introducing to the reader an integrated approach to this vital subject. The authors consider this "a pioneer work," although admittedly many of the techniques employed by them are familiar ones. A particularly valuable feature is the check lists which assist the marketing or traffic manager in the right selection of mode of transportation.

Professor William W. Hay's *An Introduction to Transportation Engineering* (John Wiley & Sons, Inc.; 505 pages; \$11.75) is specifically designed to close the gap in transportation textbook material with regard to "those factors and principles that have to do with the technological utility of the various modes of transport in moving persons and goods." Written at the introductory level, the author's work bridges "from structural design to economic functioning." Well-illustrated.

Here are the 1961 editions of *Year Book & Guide to Southern Africa* and *Year Book & Guide to East Africa* (H. W. Wilson Co.; \$3.00 each), and once again we recommend these comprehensive volumes to you. More attractively arranged than ever and complete in all details, it ranks tops as a reference work for business executives and travelers. A. Gordon-Brown, F.R.G.S., editor of these volumes, has made it certain that the reader will not want for facts on the two regions. Includes maps.

On the surface, Robert Glynn Kelly's novel, *A Lament for Barney Stone* (Holt, Rinehart & Winston, Inc.; 255 pages; \$3.95) may appear humorous. Beneath, however, is a deadly serious exposition of the mores of academic life. It concerns the decorous Professor Stone, his miraculous approach to a deanship—he had the personal assurance of the university president—and his frustration engineered by a rival not above plotting a scandal-producing frame-up. Well-written and penetrating. This is the author's first novel. We'll be hearing more from him.

In his new novel, *A Battle is Fought to Be Won* (Coward-McCann, Inc.; 189 pages; \$3.95), Francis Clifford turns to Burma where his hero, Captain Anthony Gilling, is waging two battles. One is against the tough Japanese; the other, against the steadily growing terror within him which, he believes, is perceived by Nay Dun, his Burmese second-in-command. Clifford knows how to build suspense until it is fairly crackling. The final twist is a solid one. Exciting reading to the final page.

Will Adams was the first Englishman to step on Japanese soil, one of a small handful to survive the harrowing voyage from Europe. Robert Lund has based a honey of an historical novel titled, *Danish-San* (John Day Co.; 347 pages; \$4.95), on Adams' life. Narrated in the first person, we follow the En-

glishman from his childhood memory of "a sunny day on the Kentish coast" in the latter part of the 16th Century, through a series of adventures including participation in the defeat of the Spanish Armada, until his arrival in Japan in a Dutch vessel. Then follows the most intriguing part of the novel—Adams' detention in Japan, his falling victim to its charms, and his rise in popular esteem. Thoroughly enjoyable.

Nedjma (George Braziller; 344 pages; \$4.00) is a first novel by Katelyn Yacine, a young Algerian with a more than passing gift. His story of Algeria is erratic at times—a consequence of its Arabic style—but Yacine's talent pokes through and the result is a highly readable book. In *Nedjma*, his half-Arab, half-French heroine, the author has found a symbol of modern Algeria. Translated from the original French, the book carries the reader through a web of emotion and action centered about four young, revolutionary-minded friends obsessed with *Nedjma*. Throughout the twistings and turnings of the plot, it is evident that *Nedjma* is to fulfill a destiny; and the ultimate separation of the four revolutionaries is pointed up by Yacine with dynamic effect.

Bradley Robinson has taken as the theme for his novel, *The Mill* (Random House; 407 pages; \$4.95), the decline of a society—in this case, the New England town of Ambler Falls—as symbolized by a group of inhabitants. A crime is committed. Inevitably, it has its effect on a number of citizens who are but flimsy shadows of their principled Puritan forebears. The author leaves no doubt about what he thinks of the modern rat-race and what it has produced in the way of employers and employees.

Teo Savory, who was born in China, was musically educated in England, and now lives in Massachusetts, has already published a novel, a book of poems, and some novellas and short stories. This highly gifted writer has now given us *The Single Secret* (George Braziller; 318 pages; \$4.00)—and it is in its way a masterpiece. What is its way? Well, it's a psychological study-cum-suspense story. The central character is admitted to a New England mental hospital in a state of extreme mental disturbance in which she has, allegedly, just tried to commit murder. To Dr Munch, her cry of "Lavinia" is the key to everything; and by persistence he pieces together the whole story. Every moment of this beautifully-written book is gripping, so that "you can't put it down."

What is one to say of *The Russians* (Random House; 170 pages; \$3.75)? That it is an unquestionably sincere novel by Stephan Strogoff, who is himself that *rara avis*, a young Russian who managed to escape to the freer mental climate of Paris? Yes, it's sincere; it's also entirely humorless and, in the second half, remarkably bad. Briefly, anyhow, it's about a Russian who, after collaborating with the Germans during the war, treks off to the Arctic after the war with his young wife and endeavours to hack an earthly paradise out of the primeval forest. Perhaps it's because Anton Svirilagin is so unlovable and (most undeservedly) self-righteous, that the Shakespearean holocaust at the end left this critic colder'n a cold potato.

Newest historical novel of the prolific Donald Barr Chidsey is *The Wick-edges Pilgrim* (Crown Publishers; 288 pages; \$3.95). This time Chidsey has one, Sal Boyd, reeling drunk, a man who could curse in five languages, boarding the wrong boat—the *Mayflower*. Leave it to Chidsey to come through with a rollicking yarn which has Sal moving away from his ugly past (he had been a pirate, you see), casting a favorable eye on the famed Priscilla Mullins, tangling with John Alden, and fighting alongside Captain Miles Standish. You'll like this one.

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CASE PROBLEMS in TRANSPORTATION MANAGEMENT

By G. P. BAKER

Prof. of Transportation, Harvard Graduate School, Pres. Transportation Assoc. of America; and G. E. GERMANE, Assoc. Prof. of Transportation, Leland Stanford Jr. U.

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16 Illustrated bulletin on a heavy-duty sit-drive electric fork lift truck with capacities ranging from 1,500 to 4,000 pounds.

17 Here's a handy folder by Alitalia Airlines which serves as an air cargo destination arrival guide. List scores of foreign destinations, from Abadan to Zurich, with scheduled arrival times of aircraft from New York, Boston, and Montreal.

18 Latest issue of *Package Laboratory News*, which contains valuable information on the proper packaging of products for safe transportation. Features illustrated case histories.

19 A six-page illustrated bulletin offers complete engineering specifications and design features of a manufacturer's gas-powered standup, end control fork lift truck. Capacities are 2,000 and 2,500 pounds.

20 *How to Increase Profit Opportunities—Worldwide*, a new 16-page booklet which explains some of the reasons why the ideas of global marketing are growing in importance. It suggests methods of reducing distribution costs. Excellent reading for the modern businessman.

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Items are offered in *Come 'n' Get It* for three consecutive months. Added this month are items Nos. 32 to 36.

Items generally remain available for approximately three months after the last time of publication, but may be withdrawn earlier.

28 Here's another film available free to interested groups—*Turbocopter Odyssey*—which shows the versatility of turbine helicopter transport operating under a variety of circumstances. Running time: 12 minutes.

29 Another helicopter film is *'Copters in Combat*, also free to groups. This flicker shows how the helicopter can solve an infantry company's problems of logistics, supply and evacuation under fire. Running time: 12 minutes.

30 United Air Lines has produced a Profit Analyzer, "based on the concept that air shipment of goods may, for some companies, reduce total procurement and distribution costs." The Profit Analyzer is best applied to firms that operate branch warehouses and have a fairly high product cost value per pound. It is designed to enable shippers to determine if profits will be increased by using air freight.

31 Trade fairs, conventions, meetings, national events, etc.—all those scheduled to be held between April and September are listed in a handy 23-page booklet just issued. Covers the world.

32 Here is an attractive brochure produced by an air freight forwarding firm which features a reprint of a magazine article describing a new-type of international air service for shippers. Of special interest to importers and exporters.

33 New 16-page catalog produced by a manufacturer of narrow-aisle electric trucks and hydraulic hand pallet trucks. Illustrated with on-the-job photos showing a wide variety of applications for space-saving equipment. Also illustrates various models available and gives pertinent information regarding specifications.

34 Going to Europe? Here is a wonderful 48-page booklet by KLM which covers 10 West European countries and provides up-to-the-minute information on currency conversion, duty-free imports, tipping, temperature ranges, time differentials, location of American embassies and consulates, and a list of best buys in each country. It includes a section on passports and documents, giving data on visa requirements, vaccinations, etc. Another section includes European conversion tables for temperature, weights, measures, capacities, etc.

35 Four-page brochure which, in pictorial style, provides a series of ideas on how to cut costs through the use of conveyor installations.

36 An illustrated safety kit designed to make fork lift truck operators more efficient and safety-conscious in the materials-handling work, offered by a major manufacturer of materials-handling equipment. The kit contains a pocket-sized *Lift Truck Operators Guide*, four humorous safety cartoons for posting on plant bulletin boards, and four attractive lift truck route posters printed in bold letters. Excellent.

21 Sample copy of the *American Import & Export Bulletin*, monthly digest-size magazine devoted to international trade. Features a wide variety of data of special importance to foreign traders, including listed opportunities for import and export trade.

22 Brochure and samples of a cushioning material developed to protect narrow edges or flanges of metal stampings, wire strapping, turned-up lips, or extrusions.

23 Eight-page brochure which illustrates and explains details and advantage of a new pressure-sensing conveyor which is claimed to be gentle, safe, and efficient.

24 Four-page illustrated bulletin which describes a fork truck, with capacities of from 1,000 to 6,000 pounds, which can both lift and weigh a shipment in a single operation.

25 *Airfreight: Challenge, Action, Results*—an eight-page booklet devoted to a significant address by the president of the Air Transport Association of America.

26 An outstanding 52-page booklet on the history of French commercial air transportation. Written in simple, non-technical language, this well-illustrated booklet provides an absorbing story of the 42-year career of Air France. In addition to some full-color photos, it includes route maps of the airline's world network.

27 Any business group interested in the subject of materials handling may arrange, through *Air Transportation*, to procure on loan the new color motion picture, *It's Your Move*. The film "reveals the versatility of conveyor manufacturers in solving difficult materials handling problems." Running time: 24 minutes.

ONCE AGAIN AIR TRANSPORTATION HAS PROVED ITS CLAIM TO BEING THE LARGEST-CIRCULATED, MOST-READ PUBLICATION DEVOTED EXCLUSIVELY TO AIR CARGO. ONCE AGAIN AIR TRANSPORTATION HAS PROVED THAT IT IS BEING CONSULTED BY MORE MEMBERS OF BUSINESS MANAGEMENT AND INDUSTRIAL TRAFFIC MANAGEMENT THAN ANY OTHER PERIODICAL OF ITS KIND. BUSINESS PUBLICATIONS AUDIT OF CIRCULATION, INC. REPORTED THAT FOR THE PERIOD COVERING THE 12 MONTHS OF 1960, AIR TRANSPORTATION HAD AN AVERAGE MONTHLY PRINT ORDER OF 11,125 COPIES, AND AN AVERAGE MONTHLY QUALIFIED CIRCULATION OF 10,526 COPIES. (IT'S EVEN HIGHER TODAY.) WHO READ AIR TRANSPORTATION? THE ANSWER IS: MOSTLY THOSE WHO INFLUENCE THE CHOICE OF TRANSPORTATION OF GOODS. FULLY 52% OF ITS READERS ARE IN INDUSTRIAL TRAFFIC MANAGEMENT . . . 23% IN BUSINESS MANAGEMENT (CORPORATE OFFICERS; SALES, EXPORT-IMPORT, PRODUCTION MANAGERS, ETC.) . . . 8% FREIGHT FORWARDERS . . . 7% PURCHASING AGENTS. THEREFORE, AT LEAST 9 OUT OF EVERY 10 READERS OF AIR TRANSPORTATION MAY BE CORRECTLY CLASSIFIED AS GENERATING SHIPMENTS. AND HERE IS ANOTHER AMAZING STATISTIC: BUSINESS PUBLICATIONS AUDIT OF CIRCULATION, INC. REPORTS FOR AIR TRANSPORTATION

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